

1954

Windsor Centennial Festival, 1854-1954

Windsor Centennial Festival Inc.

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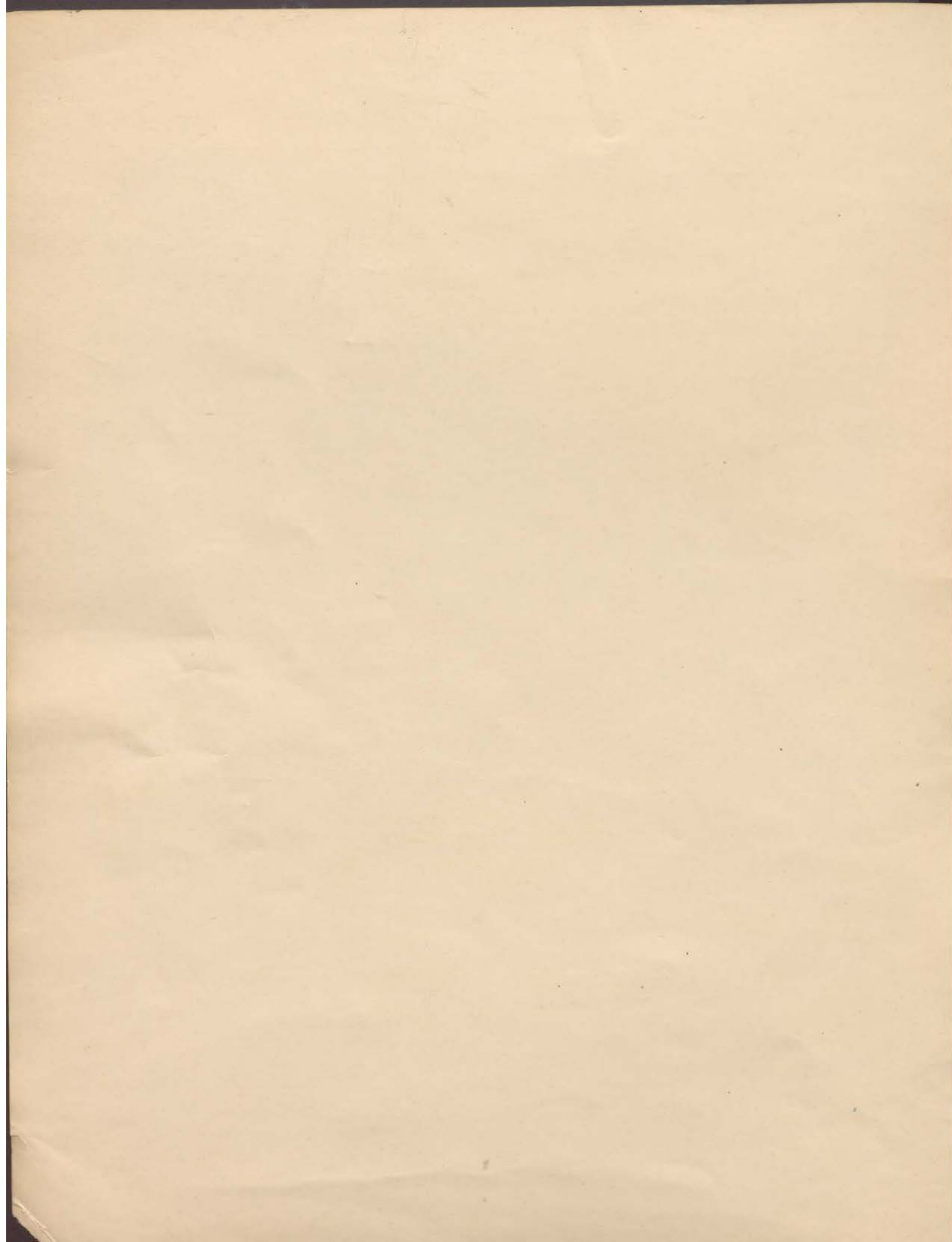
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INFORMATION
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1854 **WINDSOR** **CENTENNIAL** 1954
FESTIVAL



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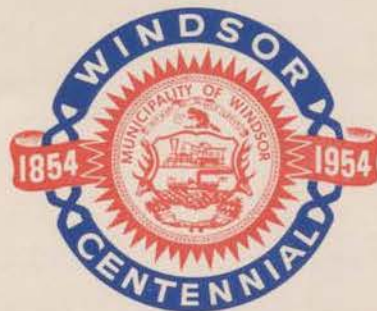


Centennial

SOUVENIR PROGRAM

WINDSOR, ONTARIO, CANADA

1954



Published By

THE WINDSOR CENTENNIAL FESTIVAL INC.



OBJECTIVES . . .

THE WINDSOR CENTENNIAL FESTIVAL

- 1** To organize and stage a fitting celebration of Windsor's 100th Birthday emphasizing its past, its present and its future.
- 2** To encourage and develop a program of cultural activities including the construction of a Civic Auditorium, which will contain a Convention Hall, an Exhibits Centre and a Little Theatre.
- 3** To endeavour to foster among the citizens a spirit of loyal civic consciousness and civic pride.
- 4** To promote a public relations and publicity program favourable to Windsor throughout Canada, the British Commonwealth of Nations and the United States of America.
- 5** Above all to thank Almighty God for His manifold blessings during the past and to seek His Divine Guidance for the future.

WINDSOR - - - THE FRIENDLY CITY

A Message from His Worship Mayor Arthur J. Reaume

I have had many pleasant duties in my thirteen years as mayor of our great and growing city. None has given me more pleasure nor called forth more genuine feeling of pride and gratitude than the duty I am called upon to perform in giving this message.

I pledge to all who read this, on behalf of all the citizens of our community, our warmest welcome to those who may be visitors. This is our one hundredth birthday and we want you to share with us in the joy and celebration of the occasion.

I have always maintained that the people of Windsor are a friendly people. We have tried to show through the years a spirit of genuine fellowship for all races, nationalities and conditions of peoples. To our community have come the sons and daughters of many lands. They have found here a place where they can labor and find their proper place in the building of a greater Windsor and a richer nation.

Our people are an industrious people. They have proven again and again through the years their skills, their loyalties and their willingness to sacrifice. Windsor workers have twice helped put the armies of our allies on wheels. When appealed to, our people have proven their desire to aid the unfortunate. They have given assurance of their regard for the needs of others.

No matter what you may have read or heard about our city, we have long ago learned to work as a team. We are a united people. This fact has never been demonstrated more convincingly than in the preparation and carrying out of our birthday celebration. Our committees have labored for many months getting ready for this occasion. We are hopeful you will enjoy the program of the Centennial, no matter how long or short your stay.

Please feel free to join with us in making this the most important event in the history of our city—a truly memorable birthday.

To all who have had any part whatsoever in the planning and conduct of our Centennial program, I express on behalf of myself and the members of the Board of Control and the City Council our most grateful appreciation.

I urge upon our own people to take the fullest possible part in the events that are being planned for the year. Make our city known in all parts of Canada, the United States and elsewhere, as the city where people like to come. We can do this by extending them the hospitality of our homes and the warmth of our hearts.

Let our centennial year be not only an unforgettable year of celebration and heartfelt thanks for our enviable place as an important part of Canada; may it also be the opening of a door to years of greater service.

ARTHUR J. REAUME,
Mayor.



HIS WORSHIP MAYOR ARTHUR J. REAUME

GATEWAY TO GREATNESS

A Message from Harry Rosenthal, General Chairman,
Executive Committee, Windsor Centennial Festival, Inc.

ONE hundred years ago, on January 1, 1854, there gathered on the banks of the Detroit River a group of several hundred Windsor residents to hear read the proclamation which created the Village of Windsor. That was the first formal step toward the building of today's City of Windsor. The occasion was historic.

Today Windsor continues to make history. From a tiny river settlement it has grown in population to the figure of 175,000 (including the greater metropolitan area), and more than 125,000 actually live within the city limits. Windsor is ninth in population among Canadian cities and fourth in volume of manufactured products, turning out more than \$600,000,000 worth a year. It is the port of entry for the largest number of United States visitors. It is among the nation's most heavily industrialized cities and its workers are the highest paid, on the average, of any Canadian centre.

But though they help, statistics do not make a city great. The true mark of greatness in a city is its people. From its very earliest days Windsor has been blest with public-spirited citizens who gave of themselves, their skills and their time unstintingly to improve their community. Including, as they do today, newcomers from many lands, and their descendants, Windsor's people still continue to be the city's chief mark of distinction. This is evident in the welfare fund drives, the appeals for community service, the ability to weather adversity and come back strong, and the productive capacity of its working forces, both management and labor.

It is a familiar but no idle boast that Windsor is the automobile capital of the British Commonwealth. This means not only the actual making of cars and trucks, but also the countless other operations and production of parts and materials which the auto industry uses. At the present writing there are 45,000 of our workers engaged in the auto or allied industries. Besides all this, there has been maintained a diversity of industry that is growing with each passing year.

In its recent years of growth, Windsor has become more and more conscious of its needs as a truly great city. It may be said truthfully that culture has always been uppermost in the minds of the many who have helped build Windsor. It may be said with equal certainty that cultural interests have lagged behind other developments. Centennial year, the year when we mark the occasion of our 100th birthday, can be a time of renewed cultural growth.

In its traditional manner the city has not been content merely to talk about this development. It has acted. Already work has begun on the site where eventually will be located a civic auditorium. Demolition of old buildings is underway and the appropriate steps are being taken to plan and complete the venture. The whole community is behind the idea of a riverfront auditorium and civic park area. Thus we are moving to make the most of our greatest natural asset—the beautiful and busy Detroit River.

Mention has been made during these centennial plans of the work which has gone into the planning and launching of the centennial celebration program. It may surprise many to know that as many as 500 persons will be actively engaged before the year is out. Serving on committees there are actually 205 individuals giving freely of their time and talent to making the program a success. Teamwork of that kind can come only from a united city.

As chairman of the general executive committee, I extend to all who thus have served my heartfelt thanks and appreciation for their fine and wholehearted co-operation. Windsor has proven it can do great things when it is faced with a challenge. That challenge now exists. We shall take from our centennial experience the needed inspiration and impetus to strive for completion of our plans.

Windsor can do it; Windsor will do it!

HARRY ROSENTHAL



HARRY ROSENTHAL
General Chairman, Executive Committee
Windsor Centennial Festival, Inc.

CENTENNIAL CALENDAR

January, 1954

Centennial Civic Reception—Prince Edward Hotel Ballroom	1
Ontario Chamber of Commerce Convention	6-8
Optometrical Association of Ontario Convention	10-13
Centennial Hockey Match—between Montreal Canadiens and Windsor Bulldogs—Windsor Arena	11
Ontario Provincial Federation of Labour Convention	15-17
Knights of Columbus Monte Carlo Night—K. of C. Hall	15
Windsor Sings—featuring the Centennial sponsored Schubert Choir	17
Junior Chamber of Commerce Centennial Toastmasters' Night—Norton Palmer Hotel	18
Western Ontario Drama Festival—Centennial Award—Tivoli Theatre	20-23
I.O.D.E. Centennial Snowball	22
Windsor Symphony Concert—Tivoli Theatre—C.K.L.W. sponsoring	24
Scottish Choir—Mendelssohn's Elijah (Lincoln Rd. United)	27
Teachers' Institute — Centennial Dinner and Ball — Prince Edward Hotel — Sponsored by Windsor Public School Teachers' Institute	28
Exhibition of Four Modern Canadian Painters — Willistead Library	1-27
Selection of Centennial Queen at the Big Top Revue, sponsored by the Essex Scottish Regiment—Windsor Armouries	27
Annual Essex County Artists' Exhibition	29

(Continued on Page 14)





1748-1853 Missionaries and pioneers erected the first Assumption church of 1748, later rebuilt in 1787, as pictured.



WINDSOR

1854 - 1954

By ROBERT M. FULLER
Chairman, History Committee

HISTORY of the Detroit area has its roots in New France. 'Le Detroit' was known to missionaries, and to the explorer-trader. Then French soldiers and workmen, worn by a long canoe trip from Montreal by the Ottawa River, built a fort and a church. A working priest put down his mattock long enough to bless the church and a new community. Soldiers manned the palisades and the great gate shut out all Indians at nightfall. A village grew up outside the fort in friendly harmony with the four resident tribes of Indians. These were a security but a menace as well.

Young couples starting a farm moved over to the south side of the river. On that side lived the Ottawas and downstream, where the river curves to the south, there was a small tribe of Hurons. Their priest directed them in the building of a mission house which became the parish church known as L'Assomption.

Hardly had an adjustment been made with new settlers when ten more years of struggle produced a new factor, the United States. This power sent a tough army of woodsmen to assert their treaty position and to take over the fort in the summer of 1796.

Essex County was a fringe of settlers from Kingsville around by the river to Stoney Point on Lake St. Clair. Slow indeed were growth and the movement of trade. The war period 1812-1814 was filled with apprehension. Trade ceased. For half the period the border was under occupation. In 1837 the little cluster of buildings at the ferry took the name Windsor. Steam trains came in 1854. A village that year, it became a town four years later. Windsor was an important haven for newcomers. These were escaped slaves who bent their bodies and kissed the free earth, and rose with songs upon their lips. The town and ferry became a gateway to the American middle-west. Both countries of a great empty continent grew to be fully settled. It could not have been dreamed what a gateway here would result.

Spirits, salt, chemicals, medicines and finally motor cars were the products of Windsor, representing the daring of planners and the skill of the experts. These reach world markets.

Religion and education, science and production, transportation and communications make Windsor a point of vital contact between our cousins of the United States and British peoples everywhere.

Her part in Canada's effort in two wars has established Windsor to be as British as her honourable name. In her experience is a deep understanding of the French, the American, the British and the varied Canadian character. Windsor has a homey welcome to newcomers of all nations.

With Detroit, this city stands at the centre of the most vibrant, imaginative and vigorous of the continents.

Windsor's history is in not only great industrial growth but also in all the life streams which have made this great continent. May she understand that fine tradition, and continue with her great pioneering spirit to fulfill the burden she bears as one of Canada's leading cities.



This is probably the earliest picture of our Windsor Canadian shore in existence. It is a painting made on June 22, 1804, and is entitled "A View of Detroit and the Straits, taken from the Huron Church." The original is located in the Clemens Library, Ann Arbor, Michigan.



1798

When what is now Windsor was New France, the feudal system of government was used. This system remained until halfway through the eighteenth century. One of the requirements of the seigneur, who rented land to the habitant farmer, was to build a mill which was used by the habitant to grind his grain and to provide a fort for protection against Indian attacks.





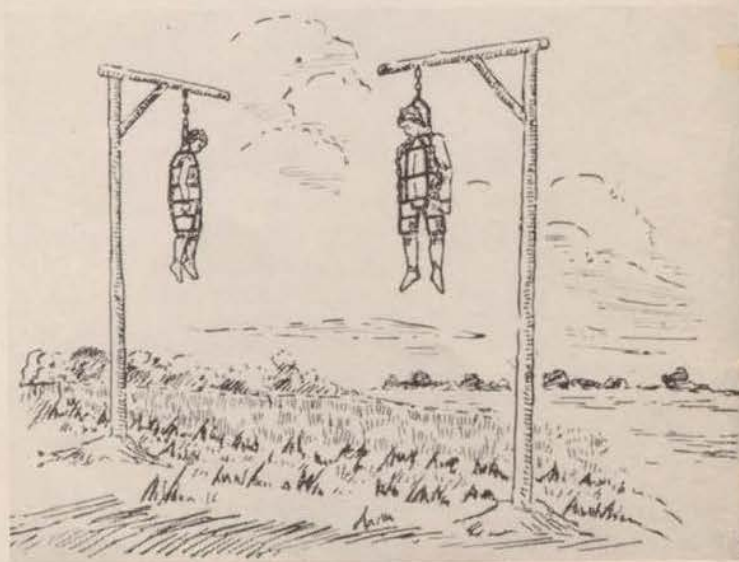
This picture, taken in 1895, is of a mission house which was built for the Assumption Parish in the 1780's.

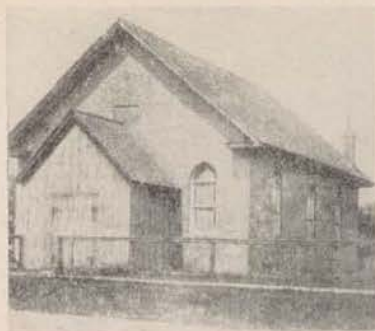


**GIBBET
IRONS**

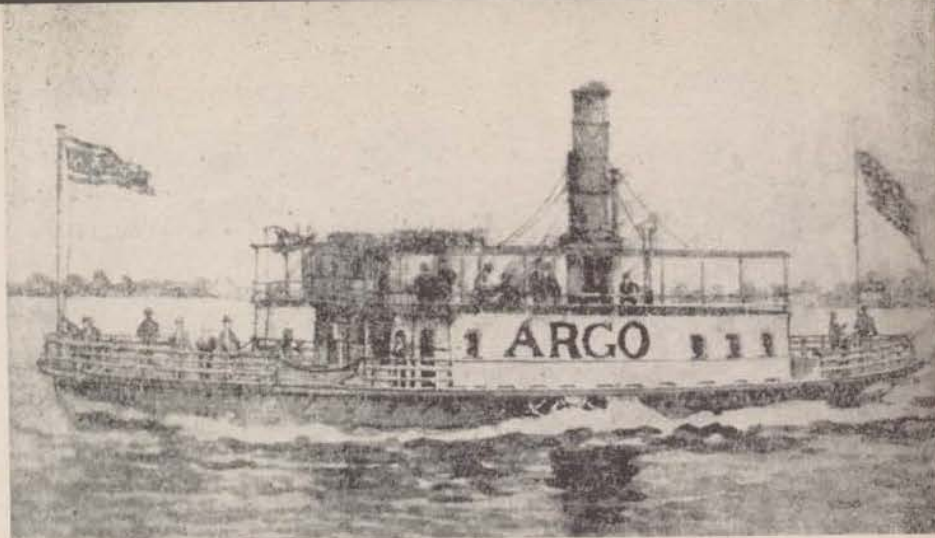


In the eighteenth and nineteenth centuries the corpse of a hanged man was put in gibbet irons and hung in the open for all to see.





The first Baptist Church, erected in 1851, was built by the Negro slaves who fled from the United States.



There were several Argos operating on the Detroit River at different times. The Argo No. 2, pictured above, was built about 1850 and was commanded by James Forbes. It ran until 1872.



Moy Hall, built in 1799, on the southeast corner of Moy Ave. and Sandwich St., was a fur-trading post which was operated by Angus Mackintosh, an agent of the North West Fur Co.



CENTENNIAL CALENDAR

February, 1954

(Continued from Page 8)

Registration begins for Beard-Growing Contest sponsored by the United Commercial Travellers (Windsor Council)	1
Annual Essex County Artists' Exhibition	4
Royal Conservatory of Music Recital — Westminster United Church—Women's Association	3
Community Players Presenting—Importance of Being Ernest—Walkerville Collegiate	3-4
Managing Editors' Conference	4-7
Windsor Symphony Concert—Tivoli Theatre	7
Windsor and Essex County Public School Men Teachers' Convention	12-13
Association Enseignement de Francais d'Ontario (Bilingual Teachers of Ontario) Ontario Federation of Anglers and Hunters 26th Annual Convention	12-14
Knights of Columbus St. Valentine's Party	13
Christian Culture Series—Detroit Symphony Concert—Capitol Theatre	14
Junior Chamber of Commerce Centennial International Night	15
Knights of Columbus Centennial Minstrel Show	15-20
Quick Brick Dealers Convention	17-20
Hour A Day Study Club, 20th Anniversary Dinner	18
Windsor Symphony Concert — Tivoli Theatre — sponsored by C.K.L.W.	21
Home and School Association Founders' Day Banquet Bridal and Career Girls' Fashion Show by C. H. Smith Co. Auditorium	23
Zonta Club's Salute to Centennial — Fashion Show — Prince Edward Hotel	24

(Continued on Page 18)



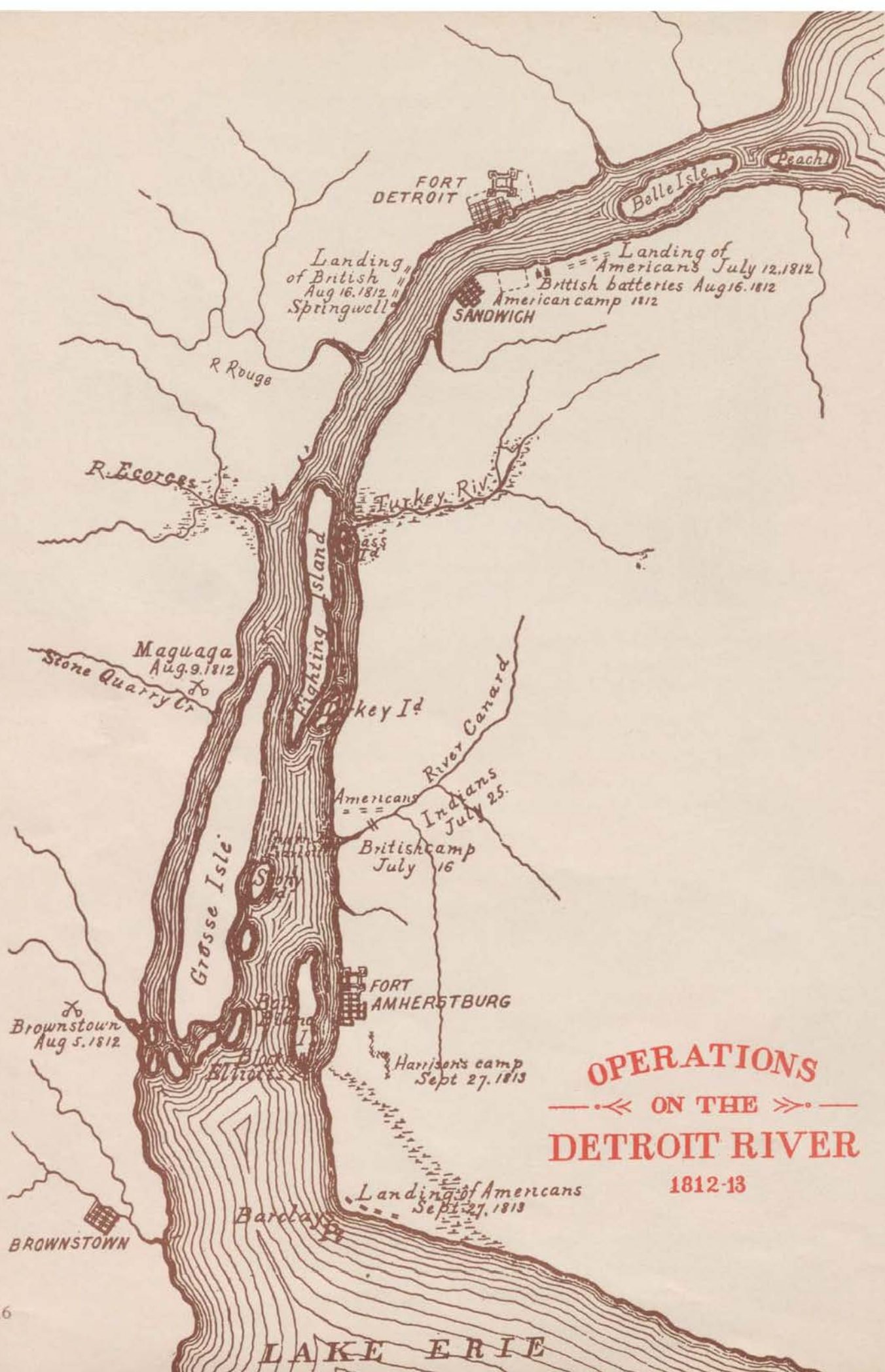


The home of Francois Baby is located in downtown Windsor. The battle of Windsor, 1838, was fought in its orchard. This battle was actually a raid by American patriots who came to "free" the people of Windsor. It is now being restored, to be used as a historical museum.



Col. James Baby's residence, Sandwich, was built in 1790 for fur trade—a most noted historical landmark. It is now the home of Mrs. W. J. Beasley.



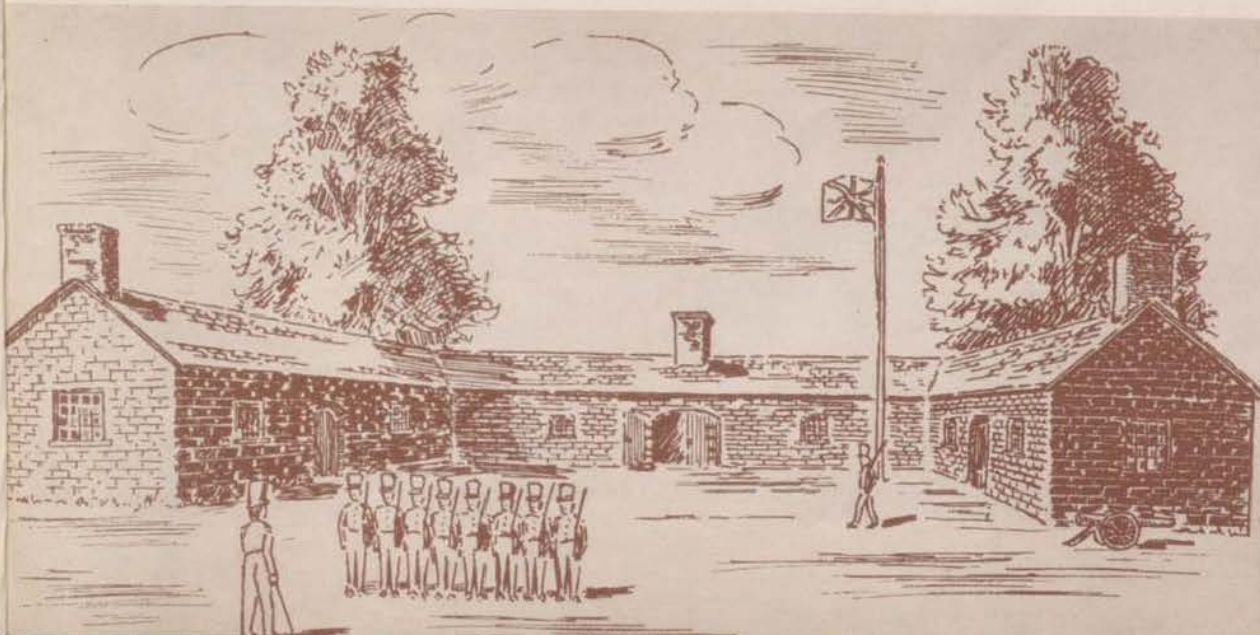


OPERATIONS
—•<< ON THE >>—
DETROIT RIVER
1812-13



WAR OF 1812

On July 12, 1812, the United States army, commanded by General William Hull, occupied Windsor, setting up its headquarters in the home of Col. Francois Baby. They soon pulled out of Windsor to give better protection to Detroit. In August Brig. Isaac Brock arrived in the Windsor area with a detachment of British troops, which used the barracks shown below. While a battery of cannon bombarded Detroit (above) seven hundred Indians led by Chief Tecumseh and seven hundred soldiers slipped across the river and captured Detroit. In 1813 the British forces were driven out of Detroit.



CENTENNIAL CALENDAR

February, 1954

(Continued from Page 14)

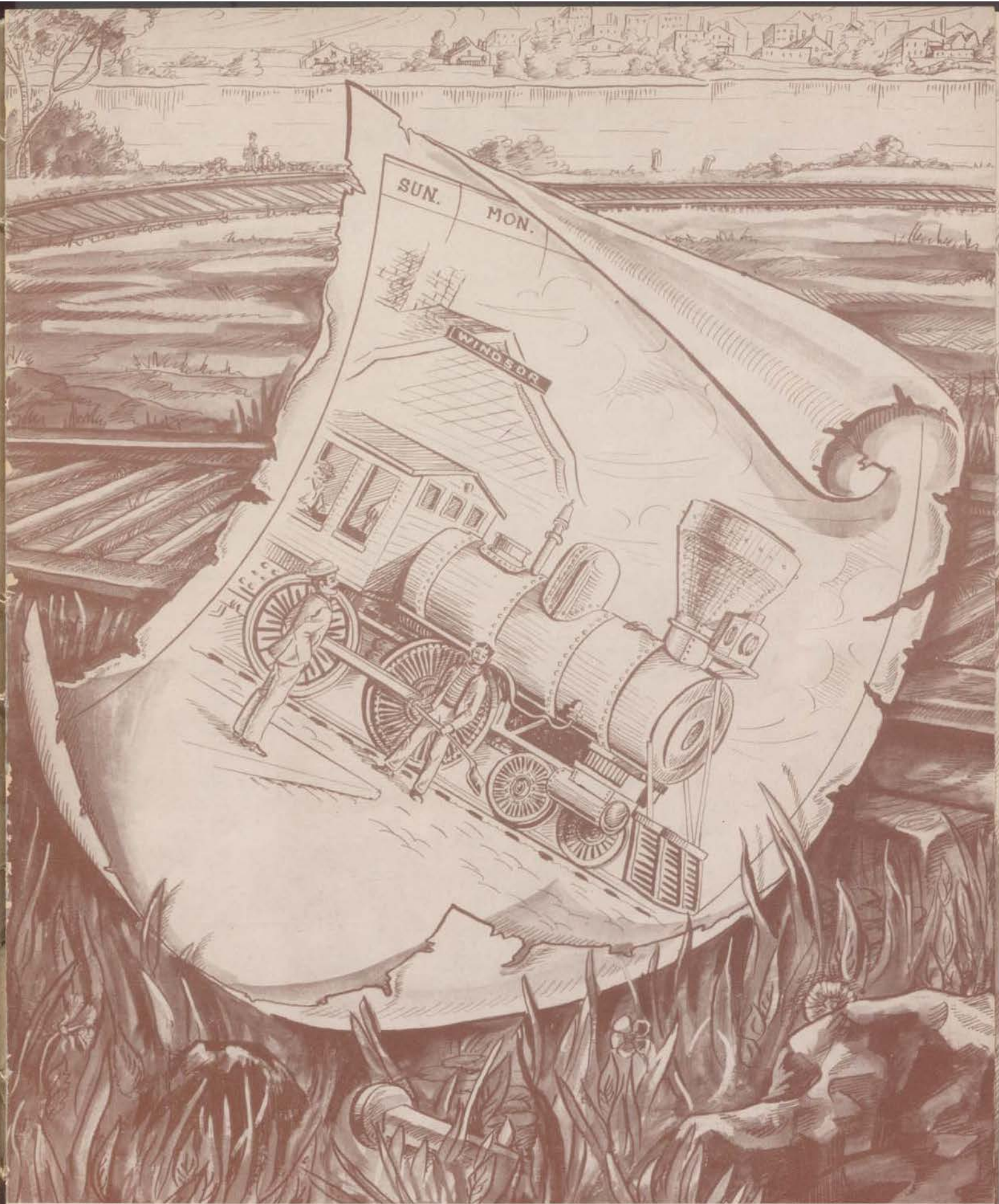
Exhibit of Children's Art from Public Schools—at Willistead Library	26
Centennial Hobby and Handicraft Show — sponsored by Girl Guides and Brownies Groups—Smith's Auditorium	26
Ford Girls' Club Dance—Caboto Hall	
Business & Professional Women's Convention	27
Centennial International Night Dinner of the Business and Professional Women	
Concert of Windsor Artists	28
Opening Tea for Children's Art Exhibit—sponsored by Windsor Public School Teachers' Federation	

March, 1954

I.O.D.E. Home Decoration Show—Smith's Auditorium	1 - 5
Windsor Secondary School Music Festival—Walkerville C.I.	3
Windsor Secondary School Basketball City Finals	5
Christian Culture Series—Presenting Jan Pearce—Capitol	7
Ontario Provincial Boy Scouts' Conference	5 - 7
W.S.S.A. Hockey Finals	5-12
Children's Art Exhibition—Windsor Separate Schools—Willistead Library	7-13
Education Week	
Big Sing—sponsored by the Male Choruses—Walkerville C.I.	9
Windsor Operetta—sponsored by J. L. Forster C.I. Institute	10-12
Knights of Columbus Centennial International Night	10

(Continued on Page 22)





1854-1870 The Great Western Railway comes to Windsor in 1854.

THE RAILWAY COMES TO WINDSOR



This sketch of a passenger train arriving at Windsor's Canadian National Station was drawn by Mr. Lovell in the late 1890's. The picture is dated by the smokestack on the locomotive, the dress of the passengers and the stagecoach.



This historic picture of Windsor's railway yards was taken almost one hundred years ago. Notice the third rail. Most of the Canadian cars were imported from England and required a wide-gauge track. After the suspension bridge was constructed at Niagara Falls Canadian railways had to construct a third rail to accommodate the narrower-gauge American-made cars. An early-model wood-burning locomotive may be seen in the distance. To the left are the stockyards at the foot of McDougall Street. At the upper left of the picture is a view of Sandwich Street as it looked about 1858. The large building is the British American Hotel, then known as the American House.

Tuesday, January 17, 1854, was an important day in the history of Windsor. From early morning both sides of the river were lined with thousands of excited people. By noon all the shops and businesses were closed. Soldiers paraded and flags waved in the cold winter wind. About 4:30 p.m. a salute of guns brought the crowd to attention: the first train from the east was arriving in Windsor. "Most grandly did it sweep along the Canadian shore, where the track lies below the bank and in full view of Detroit for nearly a mile," is the description given to the coming of the first Great Western train to Windsor. "Two sections brought in twelve cars, each seating seventy persons. Shouts, mingled with the roar of cannon, welcomed them, and clouds of steam and smoke went up amid the waving banners of the boats which dotted the river," is how the press of the day described the momentous event. Windsor was now linked by railroad with eastern Canada.



In the early days of railroading wood was used as fuel in locomotives. This picture of a wood-burning locomotive was taken in the Windsor railway yards about 1870.

ASSUMPTION FOUNDED 1857

This view of the oldest unit of Assumption is a reproduction of a photograph taken in 1866. This building, constructed in 1855, was used as a barracks for a few months in 1866 when it was thought that Fenian agitation might result in trouble developing along this portion of the Canadian-American border.



WINDSOR FERRY, 1870



The Great Western was the first car ferry to operate on the Detroit River. It belonged to the Great Western Railway and began to operate in 1867.

This picture of the Sandwich Courthouse and Jail was taken in 1867, the year of Confederation. Notice the historic Western Hotel in the foreground, operated at that time by Mr. Cyrus Dobson. It was originally the home of an eminent Canadian lawyer, Mr. James Woods. At the time this picture was taken the Courthouse was being used as a barracks, which accounts for the soldiers. St. John's Anglican Church may be seen in the background.



CENTENNIAL CALENDAR

March, 1954

(Continued from Page 18)

Windsor Registered Nurses' Centennial Committee—presenting "Beyond All Recompense"—Walkerville Collegiate	11-12
Windsor Symphony Concert—Tivoli Theatre	14
Regis Clubs—London Diocese—Drama Festival—Holy Name Hall	14-16
Regis Clubs of Diocese of London—Drama Festival Junior Chamber of Commerce Past Presidents' Night	15
Exhibition British West Indies Artists—Willistead Library	15-31
Women's Auxiliary East Windsor Hospital—Tea & Open House Knights of Columbus St. Patrick's Ball	17
Windsor Grace Hospital Women's Auxiliary—Spring Luncheon and Fashion Show	18
Windsor "Y" Water Show	18-19
O.S.S.A. Basketball Finals	20
Christian Culture Series—Lecture St. Denis Hall	21
Windsor Civic Players	23-24
Women Teachers Federation Variety Show—Walkerville C.I.	26
Ontario Division Red Cross Convention	25-26
Regis Clubs—Regional Finals, London Diocese—Drama Festival—Holy Name Hall	27-28
Windsor Symphony Concert—Tivoli Theatre—sponsored by C.K.L.W.	28
Ursuline School of Music Centennial Concert	30

April, 1954

Electrical Contractors of Ontario Convention	1-3
"Y" Men's Western Ontario District Conference	4
Michigan Opera Company—presenting "Il Travatore," as their contribution to the Windsor Centennial—Tivoli Theatre	5
Windsor Public School Centennial Fair—Harry Guppy School	5-9
Windsor Music Festival—sponsored jointly by the Kiwanis Club of Windsor and the Windsor Branch of the Ontario Registered Music Teachers' Association	5-10

(Continued on Page 28)





1871-1902 The great fire of 1871 razed almost all Windsor's buildings.

SANDWICH STREET

1880

In the 1880's Sandwich Street was Windsor's main thoroughfare because the river was the chief means of transportation in the early days.



Sandwich Street looking East from Church



Sandwich at Goyeau



Cameron and Thorburn was the original Bartlet, Macdonald and Gow. Through the years the present owners bought the interests of Cameron and Thorburn.



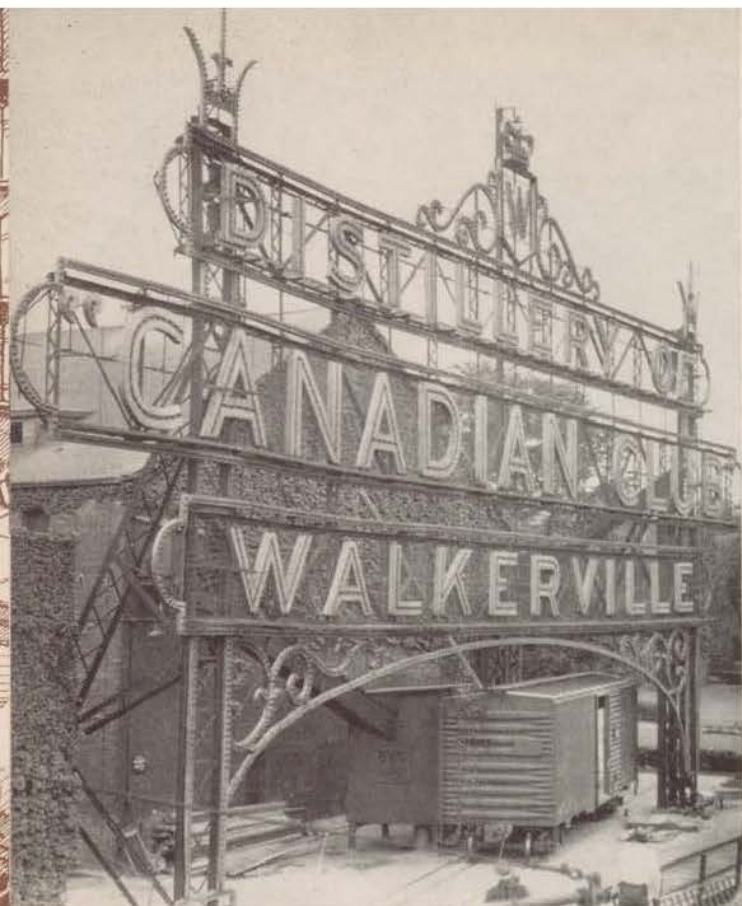
This is Windsor's former postoffice built in 1879. This photograph was taken in the early 80's when this was one of the finest public buildings in Canada. It was torn down in 1930 to make room for the new postoffice.



This early model delivery truck was in use from approximately 1840 to 1880. Loads were piled six feet high and tied on with rope. This picture was taken in "downtown" Windsor in the early 80's.

A horse-drawn streetcar began to run between Sandwich and Windsor in 1874.





Hiram Walker & Sons spectacular electric sign is the first of its kind ever to be constructed. The sign, in which there were 4300 light bulbs, operated from 1900 until the beginning of World War II when it was turned off to conserve hydro-electric power.



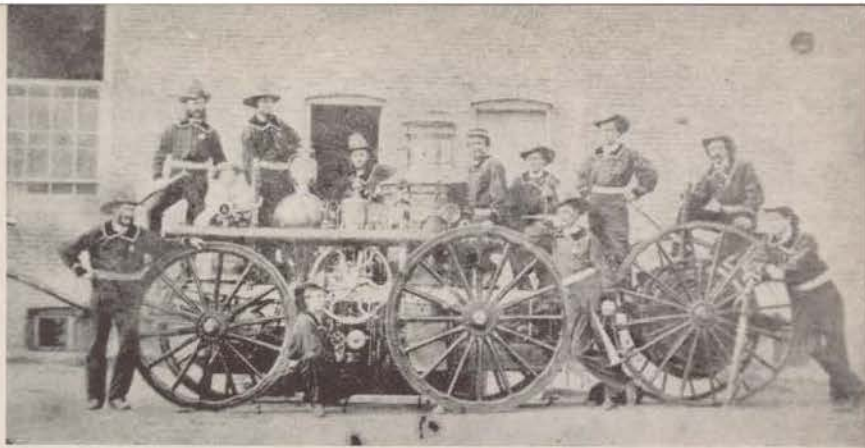
This picture of the Home Bank (Walkerville Branch) was taken in 1907. The man in the light suit is Mr. Edmund Horne, Manager. Looking over his right shoulder is the late Hon. Dr. R. J. Morand, then a junior in the bank.



This view of the corner of Sandwich St. and Ouellette Ave. looking west on Sandwich St., is taken from a picture postcard which was printed just after the turn of the century.



WINDSOR'S FIRE FIGHTERS 1880

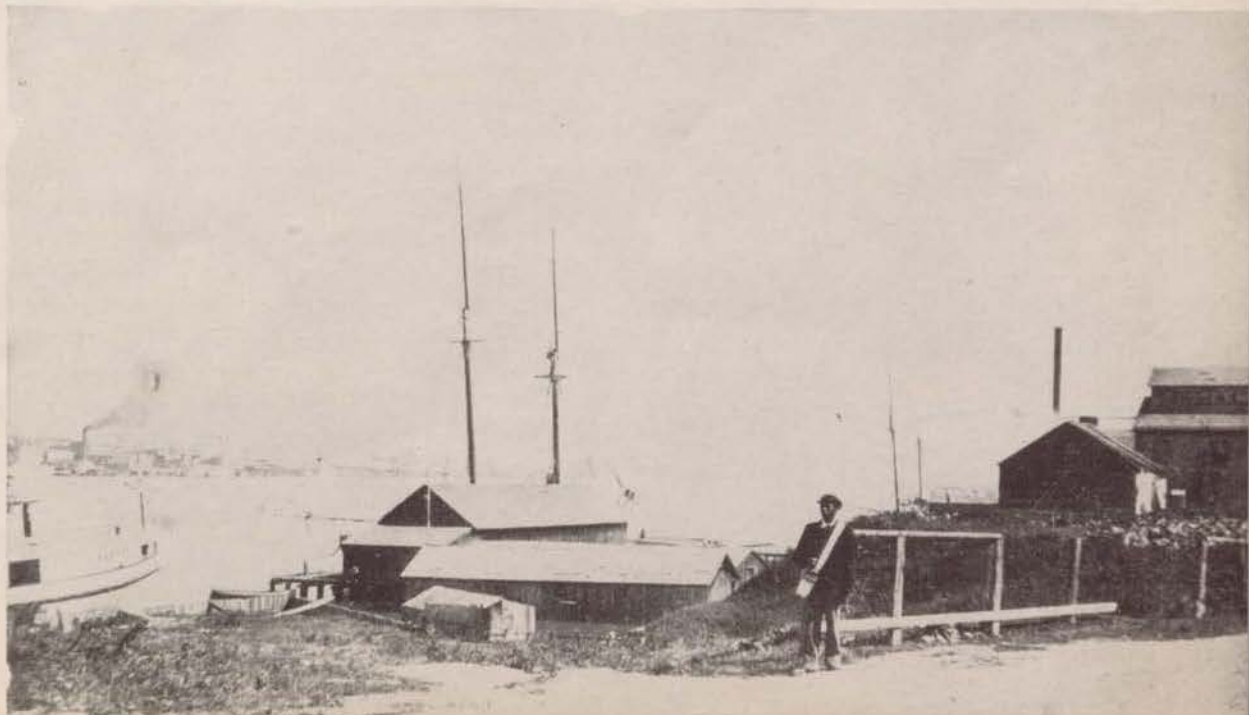


This is probably Windsor's first steam fire engine. It was purchased in the 1860's.

The hook and ladder equipment pictured here was probably brought to Windsor about 1880.



At one time Windsor was fairly prominent in sculling circles. Pictured here is the Beaver Boat Club whose ten-oar barge practised frequently on the Detroit River.



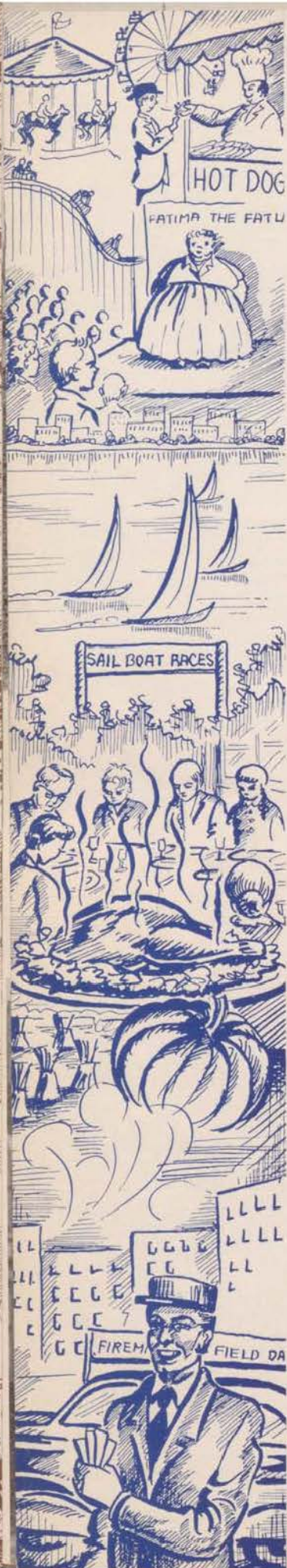
CENTENNIAL CALENDAR

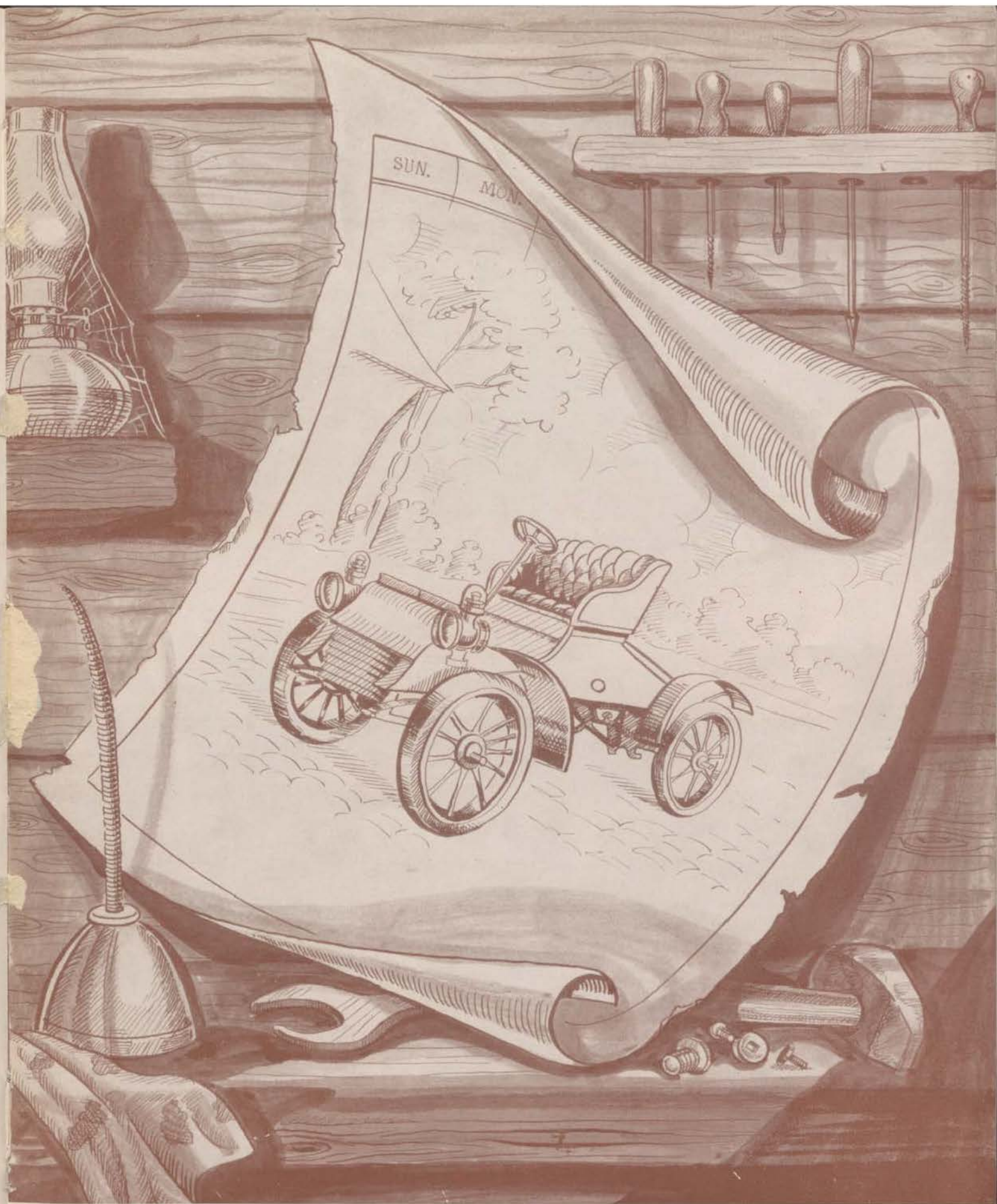
April, 1954

(Continued from Page 22)

Community Players—presenting Ten Little Indians—Walker-ville Collegiate	7-8
Windsor Christian Temperance League Spring Tea	7
Sertoma Convention	8-10
Tenth Annual Birthday Dinner Soroptimist Club	8
Windsor Symphony Concert—Tivoli Theatre	11
Windsor Secondary Schools Badminton Championship	12-16
W.S.S.A. Swimming Meet	14
Junior Chamber of Commerce Inter-Service Night	19
Ontario Registered Music Teachers' Association Convention—Patterson Collegiate	21-23
Windsor "Y" Cavalcade Through the Years	21-22
Centennial Card Party—sponsored by Major John A. Willis Chapter I.O.D.E.—Smith's Auditorium	21
Centennial Ball—sponsored by the Windsor Garrison at H.M.C.S. Hunter	23
Western Ontario Funeral Directors' Convention Hi/Y Provincial Conference	23-24
Pilot International Club District 17 Conference	24
Jewellers' and Opticians' Convention	25-28
Centennial Sunday—British Methodist Episcopal Church	25
Junior Chamber of Commerce Home Improvement Show—Arena	27-30
Public Library Centennial Celebration	28-30
Progressive-Conservative Association Centennial Card Party—Smith's Auditorium	28
Junior Mary Grant Spring Tea Beta Sigma Phi Sorority—Founder's Day celebration	29

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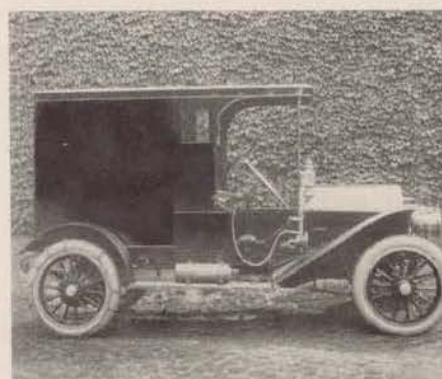
1903-1913 The 1903 Model, one of the first cars built by the Ford Motor Company.



This is the second building occupied by St. Mary's Academy. It was built in the 1860's on Ouellette Ave. on the site now occupied by the tunnel exit.



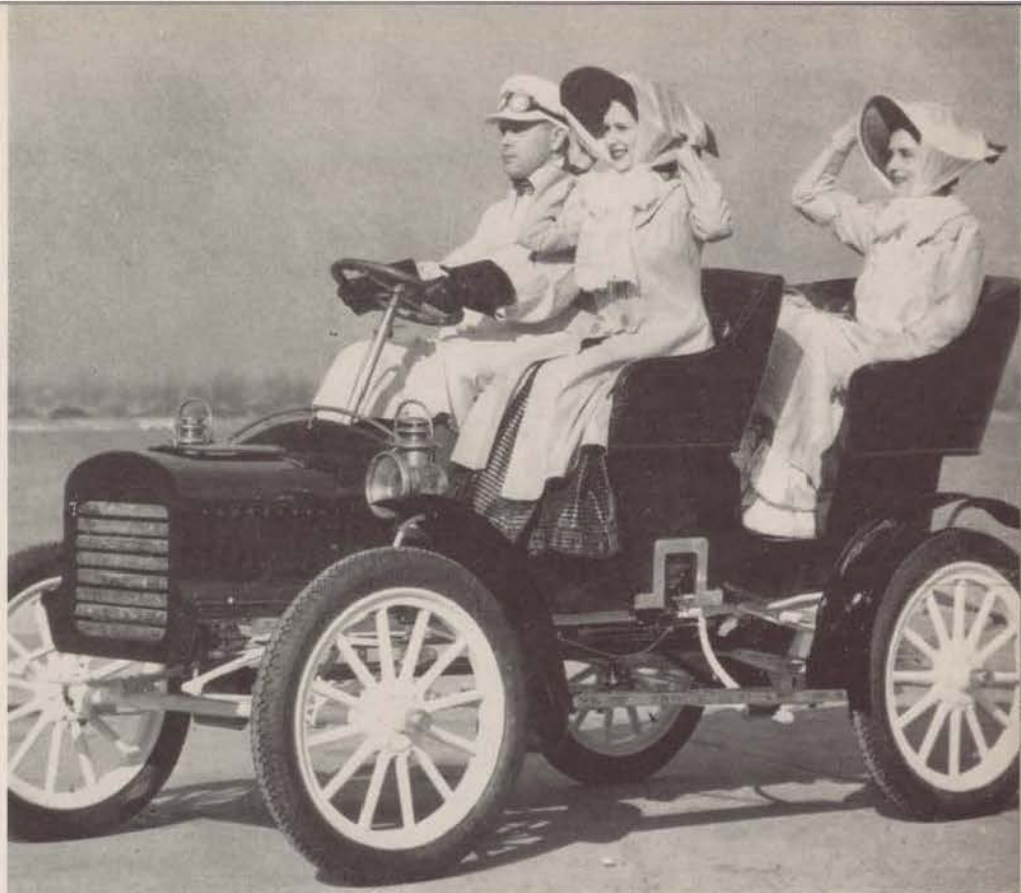
"The Big Holiday," a picture taken by Wentworth A. Smith in 1910, shows that, even at this early date, a boat excursion was a popular way to spend a Sunday afternoon.



This car, belonging to the Hiram Walker Company, dates back to 1911.

HORSELESS CARRIAGE!

Reminiscent of the half-century mark in Windsor's history is this 1904 Model C—one of the first cars ever produced by Ford in Canada.



This picture illustrates beautifully the dress of the first ten years of the twentieth century. Note the length of the women's dresses and also the straw hats worn by the men.



CENTENNIAL CALENDAR

May, 1954

(Continued from Page 28)

Mary's Day Parade Junior Chamber of Commerce Home Improvement Show—Arena	1
Windsor Regiment Cadet Band Tattoo at Jackson Park	2
Centennial Festival of Windsor Schools—Windsor Arena	4-5
Ladies' Orange Benevolent Association Convention	5-8
Ford Girls' Centennial Ball—Prince Edward	8
Windsor "Y" City and District Table Tennis Tournament	5-7
Secondary Schools Combined Cadet Inspection—Jackson Park	6
Hour-a-Day Study Club Lecture presents the former U.S.A. Ambassador to Liberia	7
Centennial Mothers' Day Program presented by the church wo- men of Windsor—Capitol Theatre Canadian Legion District Rally	9
St. Joseph's Manor Ladies' Guild "Annual Spring Tea"	11
Silver Cross Women of Canada Convention Windsor Handicraft Guild Exhibition	11-13
Optimist Club Convention Windsor "Y" Stamp Club—Centennial Exhibit	13-15
Warriors' Night—Armed Forces Committee	14
Ancient Mystic Order of Samaritans Convention—Northern Division	14-16
Tulip Festival—Centennial Award	15-22
Alma Mater Association of St. Mary's Centennial Tea and Tab- leau of Life in Convent Through 100 Years	16
Ontario Provincial Council of Carpenters Convention	17-19
Windsor "Y" International Square Dance Night Centennial Club I.O.O.F. — Amateur Program — Walkerville Collegiate	19



CENTENNIAL CALENDAR

May, 1954

Regional Hospital Council Convention	21
25th Anniversary Celebration—David Maxwell School	21-22
Kinsmen District No. 1 Convention	21-24
Empire Day Observances—Windsor and the Commonwealth Assemblies in all schools	21
Parade of Essex Scottish to St. Paul's Cathedral—Detroit Red Cross Inspection—Arena	23
Victoria Day Softball—Briggs Beautyware and Dow Chemical—Wigle Park	24
Natural Gas and Petroleum Association of Canada Convention	27-29
100th Birthday Celebration—Great Western Masonic Lodge	27
Windsor Local Council of Women "Centennial Coffee Party"	28
Hugh Beaton Public School Re-Union Assumption College First University Convocation	29
Anglican Church of England Service—Jackson Park	30

June, 1954

Naval Officers Association of Canada Convention	2-4
Centennial Soccer Match—Wigle Park Business Women's Club of All Saints' Anglican Church Centennial Tea Boy Scouts Council Fire—Jackson Park	5
Special Anniversary Service, St. Mary's Church	6
Silver Jubilee Celebration—Good Shepherd Auxiliary	7
Association of Ontario Mayors & Reeves Convention	9-11
Community Players presents "Mid Summer Night's Dream"—Willistead Library	10-11
Boy Scouts' Association Athlete Tests—Windsor Stadium	11
St. Mary's Church 50th Anniversary Celebration	12
Special Anniversary Service—St. Mary's Church	13
Windsor Public School Softball Tournament	14-18

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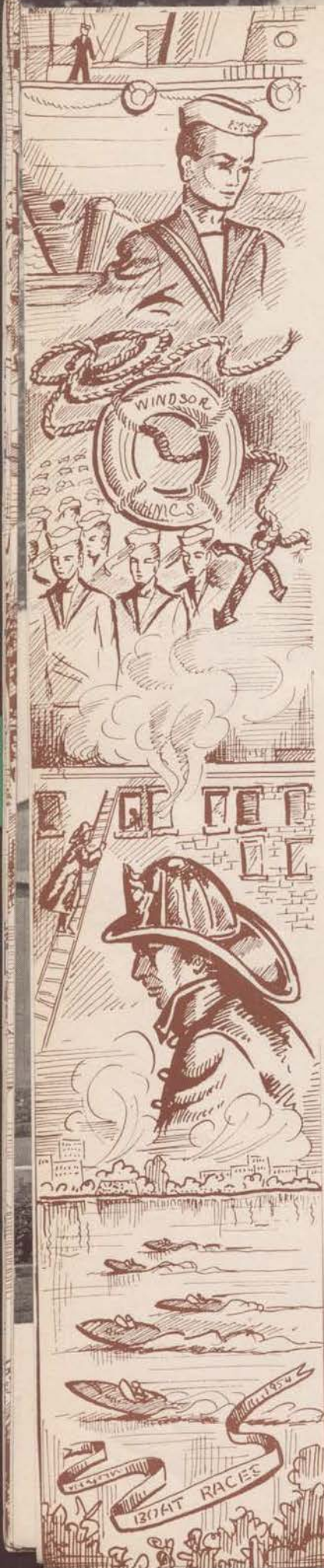


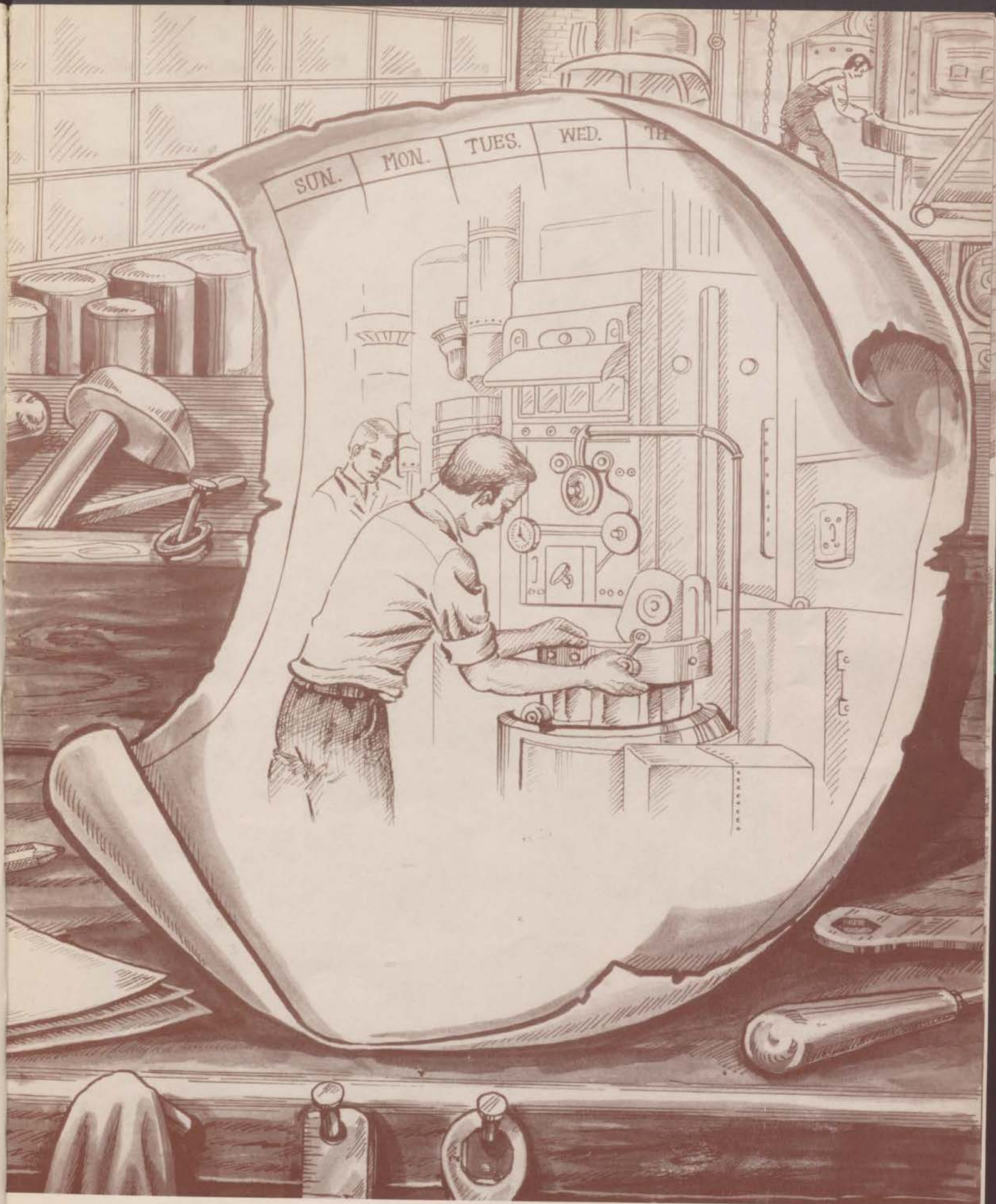
CENTENNIAL CALENDAR

June, 1954

Centennial Flower Show—sponsored by Essex Scottish Women's Auxiliary and Centennial Horticultural Committee	17-18
St. John's Home for the Aged Auxiliary Garden Party	17
Provincial Federation of Ontario Firefighters' Convention	17-19
Annual Windsor Separate School Softball Tournament Four Man Softball—King and His Court—Wigle Park	18
Maple Leaf Classic Power Boat Races	19
OPENING OF THE FESTIVAL PERIOD	
Orthodox Mass—Jackson Park—10 a.m. Religious Services at 3 p.m.—Jackson Park Outboard Motor Boat Races Salute from Detroit in evening at Reaume Park—opening ceremony	20
American Weekly Editors' Tour	21
Centennial Historical Pageant—Jackson Park	21-26
St. Jean De Baptiste Picnic and Celebration—Jackson Park Chiropractic Roentgenologists' Convention	26
Religious Services in all churches Official Opening Windsor Rotary Pool—Shore Acres featuring the Synchronettes—precision swimmers Quebec Newspaper Editors' Tour Music Under the Stars	27
Kiwanis Club Convention	27-29
Centennial Carnival—Jackson Park	28-3
Optimist Jamboree and Fireworks Display—Jackson Park	28
Society Circus—sponsored by Windsor Firefighters' Benefit Fund—Jackson Park	29
Windsor Talent on Parade—Jackson Park	30

(Continued on Page 38)





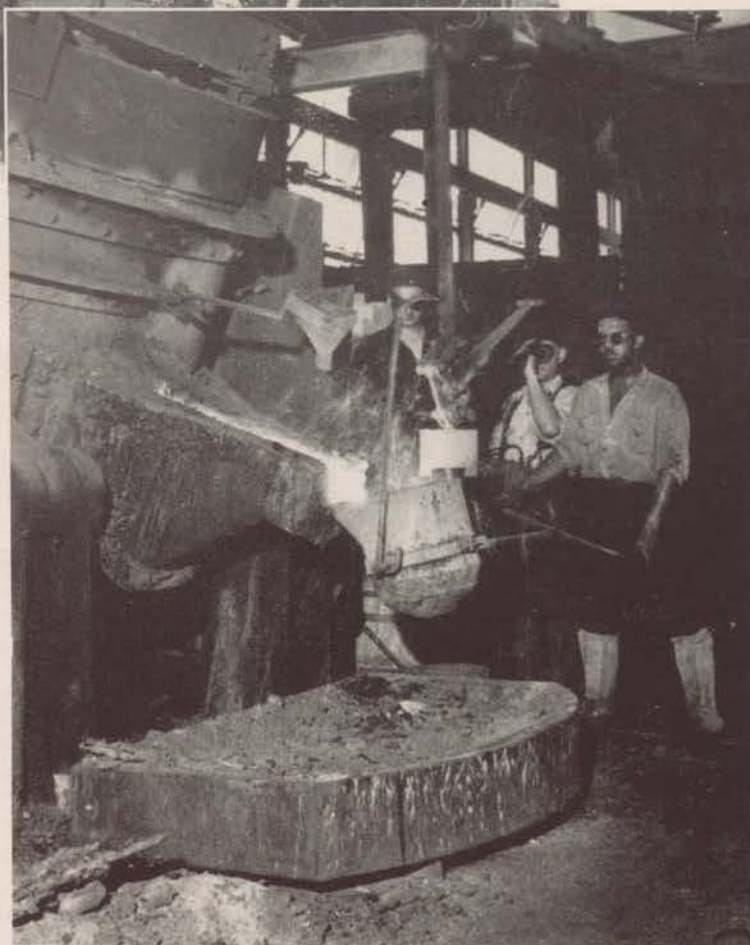
1914-1920 The period of the First World War brought to Windsor very rapid industrial growth.



Working on
automobile engines.
Chrysler Corporation



Pouring molten steel.
Foundry, Ford
Motor Company



Working on a cylinder block.
General Motors





This is a picture of prohibition days. Prohibition came into being in 1916 as a wartime measure and continued on into the "roaring twenties." Here we see men pouring beer into the Detroit River.

FERRY LANDING—WINDSOR



CENTENNIAL CALENDAR

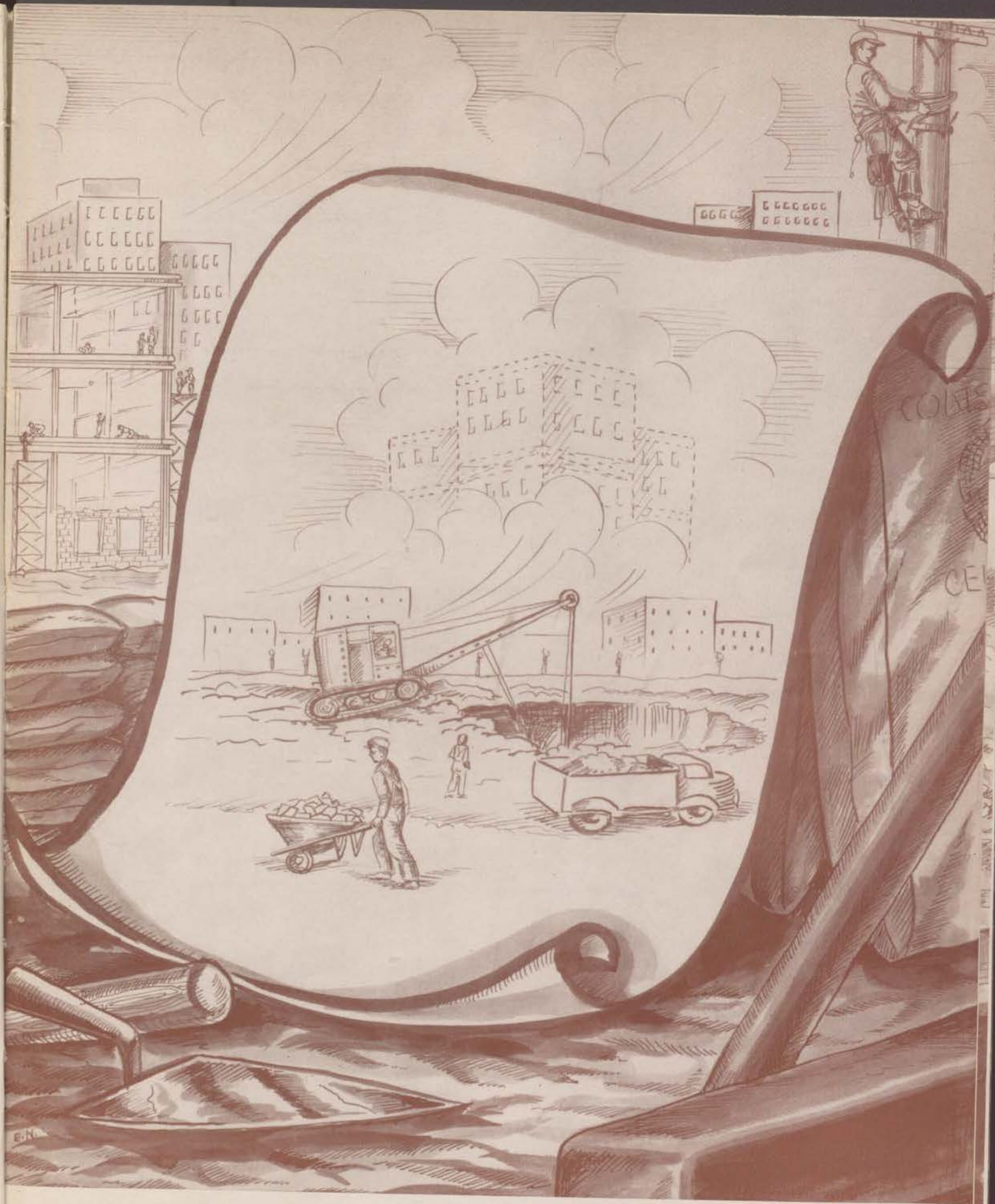
July, 1954

(Continued from Page 34)

Centennial Century of Progress Parade and Celebration	1
Windsor Centennial Lawn Bowling Tournament	1-3
Old Tyme Vaudeville Jamboree Show—Jackson Park	2
Police Association Track Meet—Windsor Stadium—Midget, Juvenile and Junior Canadian Track and Field Championship	2-3
Centennial Children's Day—Jackson Park—sponsored by the Chrysler Corporation—Afternoon Centennial Juvenile Talent Program—Jackson Park—Evening	3
Religious Services in all churches International Night, sponsored by Ford—Jackson Park	4
Lions Club Show—Jackson Park	5
Singing Stars of Tomorrow sponsored by Canadian Industries Ltd.—Jackson Park	6
Centennial Century of Fashions Show—Women's Participation Committee—Jackson Park	7
Detroit Night—sponsored by the Detroit Committee—Jackson Park	9
Essex County Orange Lodge Celebration—Jackson Park	10
Religious Services in all churches Centennial All Nations Day—Jackson Park	11
Gideon Convention	15-18
Essex Scottish Band Tattoo—Jackson Park	16
Ontario Dart Association Championship—sponsored by Branch 94 Canadian Legion	17
Local 195 U.A.W.-C.I.O. Picnic—Jackson Park	18
Miss Canada Pageant—Jackson Park	19-24
Emancipation Day Celebration—Jackson Park	31

(Continued on Page 42)





1921-1928 The big boom—age of building in Windsor.

DOWNTOWN WINDSOR

The 1920's were building years. Most of our larger buildings were erected in this decade. Among them the Prince Edward Hotel, the Medical Arts Building, the Bell Telephone Building, the Canada Building, the Norton Palmer Hotel and the Canada Trust Building.



CANADA BUILDING

NORTON PALMER HOTEL



PRINCE EDWARD HOTEL



1930





CENTENNIAL CALENDAR

August, 1954

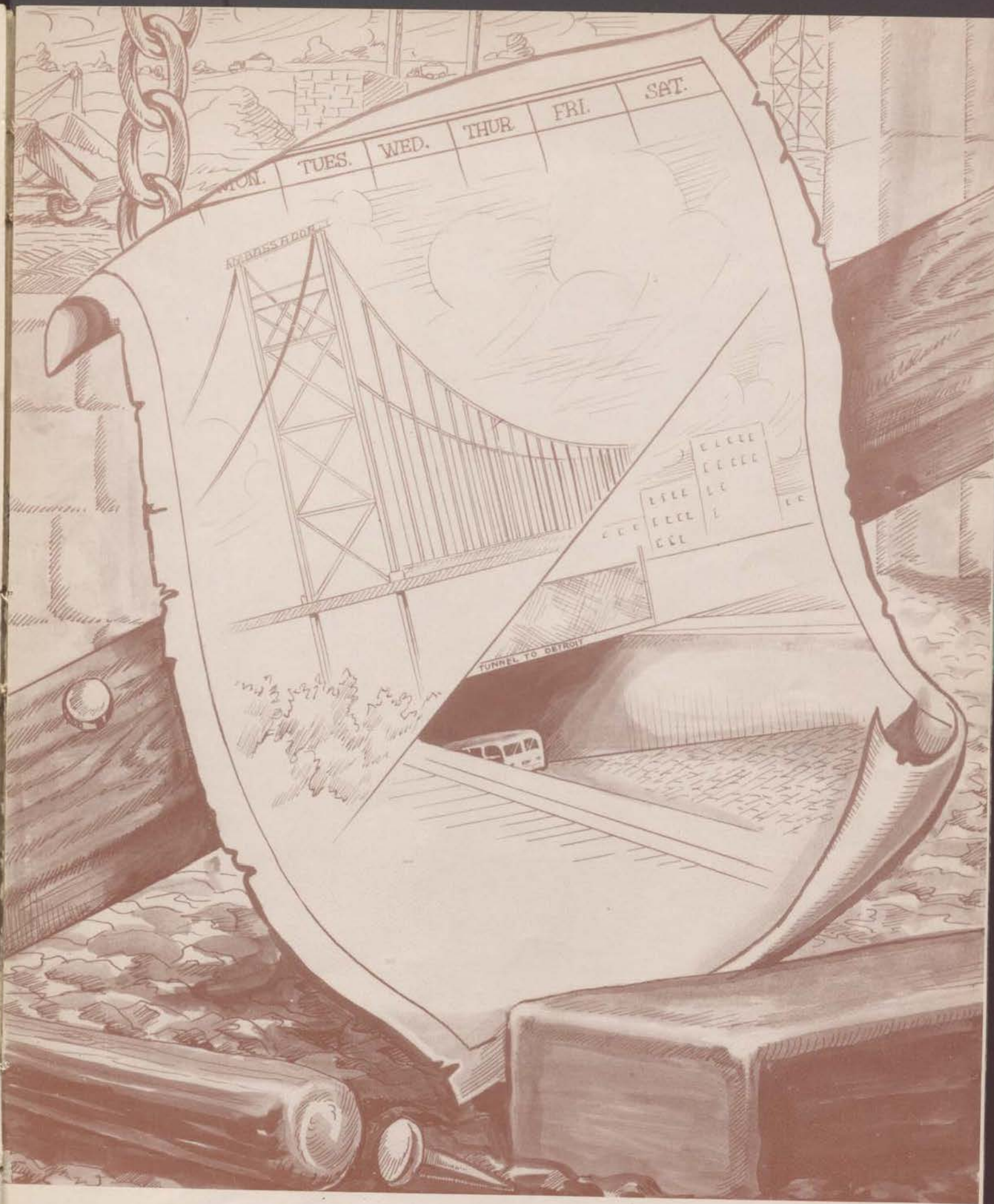
(Continued from Page 34)

Emancipation Day Celebration—Jackson Park Centennial Emancipation Day Celebration	1-2
A.K.O. Youth Day—Jackson Park	4
Chrysler Corp. Musical Production—Jackson Park	5
K. of C. Kiddies Day—Orphanage Picnic—Memorial Park Music Under the Stars—Ford Motor—Jackson Park	8
Centennial Old Home Week	9-14
Transportation Show featuring C.N.R. Museum Train	12-15
Centennial Square Dance Competition	9-13
Centennial Square Dance Competition Finals Centennial Sailboat Races in afternoon Award to Winner of Beard Growing Contest—sponsored by United Commercial Travellers—Windsor Council	14
Music Under the Stars—Ford Motor—Jackson Park	15
Centennial Sports Day—British Empire Stars	21
Ford of Canada Jubilee Panorama—Jackson Park	22
Canadian Federation of Mayors and Municipalities	29-31

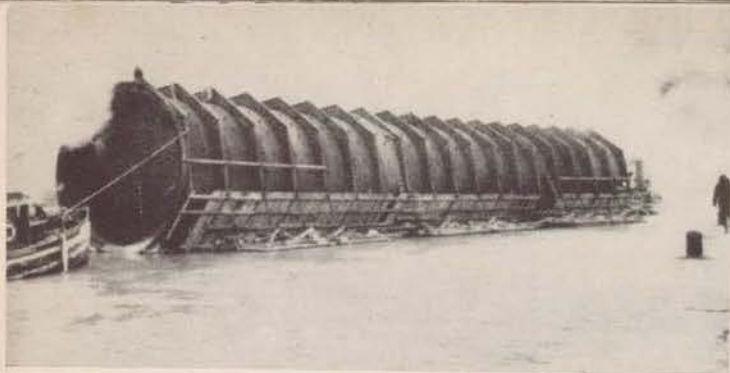
(Continued on Page 46)

Harry Schwartz, Bettie Williams, Harry Rosenthal





1928-1934 The Windsor-Detroit Tunnel and the Ambassador Bridge were completed in this period.



The first section of the Detroit to Windsor tunnel was floated down from Ojibway where it was constructed.

CROSSING THE RIVER



The year 1928 saw the official opening of the Ambassador Bridge, an international bridge joining Canada and the United States at the cities of Windsor and Detroit.

The ferry pictured below transports railway cars across the Detroit River. This picture was taken about 1920.





The Governor-General, the Honourable Vincent Massey, visits Windsor. In his party, left to right, are: Mrs. Arthur J. Reaume, Mayor Reaume, Mr. Massey, Mrs. Lionel Massey, the Honourable Paul Martin and Mr. Lionel Massey, son of the Governor-General.

CENTENNIAL CALENDAR

September, 1954

(Continued from Page 42)

Bowling Exhibition Tournament—Stroh's Brewery Team—Golden Mile	1
Canadian Federation of Mayors and Municipalities	3
Technocracy Inc. Convention	4-6
Leitch Reunion—Memorial Park	4
Evangelistic Mission United Church of Canada	5-9
Labor Day Parade	6
Firemen's Field Day & Agricultural Fair—Jackson Park	6-8
Bowling Exhibition Tournament—Pfeiffer's Bowling Team—Golden Mile	8
The Ontario Postmasters' Association Convention	7-8
Police Association of Ontario Convention Tennis Tournament—Sports Committee	15-17
Canadian Tourists' Association Convention	23-25
Annual Windsor Separate School Field Day	29

October, 1954

Centennial Harvest Festival	1-10
London Diocesan P.T.A. 1954 Convention	3
St. John's Home for the Aged Auxiliary Tea—226 Patricia Rd. Women's Auxiliary East Windsor Hospital Annual Card Party	7
W.O.S.S.A. Tennis Tournament	9
Thanksgiving Day Closing of Centennial Activities for 1954	11





1934-1953

Windsor's people played an important role in World War II. The post-war era was one of rapid readjustment to prosperous peace time living.



King George VI and Queen Elizabeth on the occasion of their visit to Windsor in 1939.

WINDSOR REGIMENTS

Windsor was represented in World War II by two regiments. The Essex Scottish Regiment and the Windsor Regiment (22nd Recce). The former was organized in 1927 and won everlasting honour at the now famous battle of Dieppe in 1942. The Windsor Regiment became a reinforcement regiment for armoured divisions and as such sent its members into every European campaign of World War II.





The Dominion Public Building (popularly known as the Postoffice), located in the heart of Windsor's downtown area. It was constructed during the years 1931-1934.

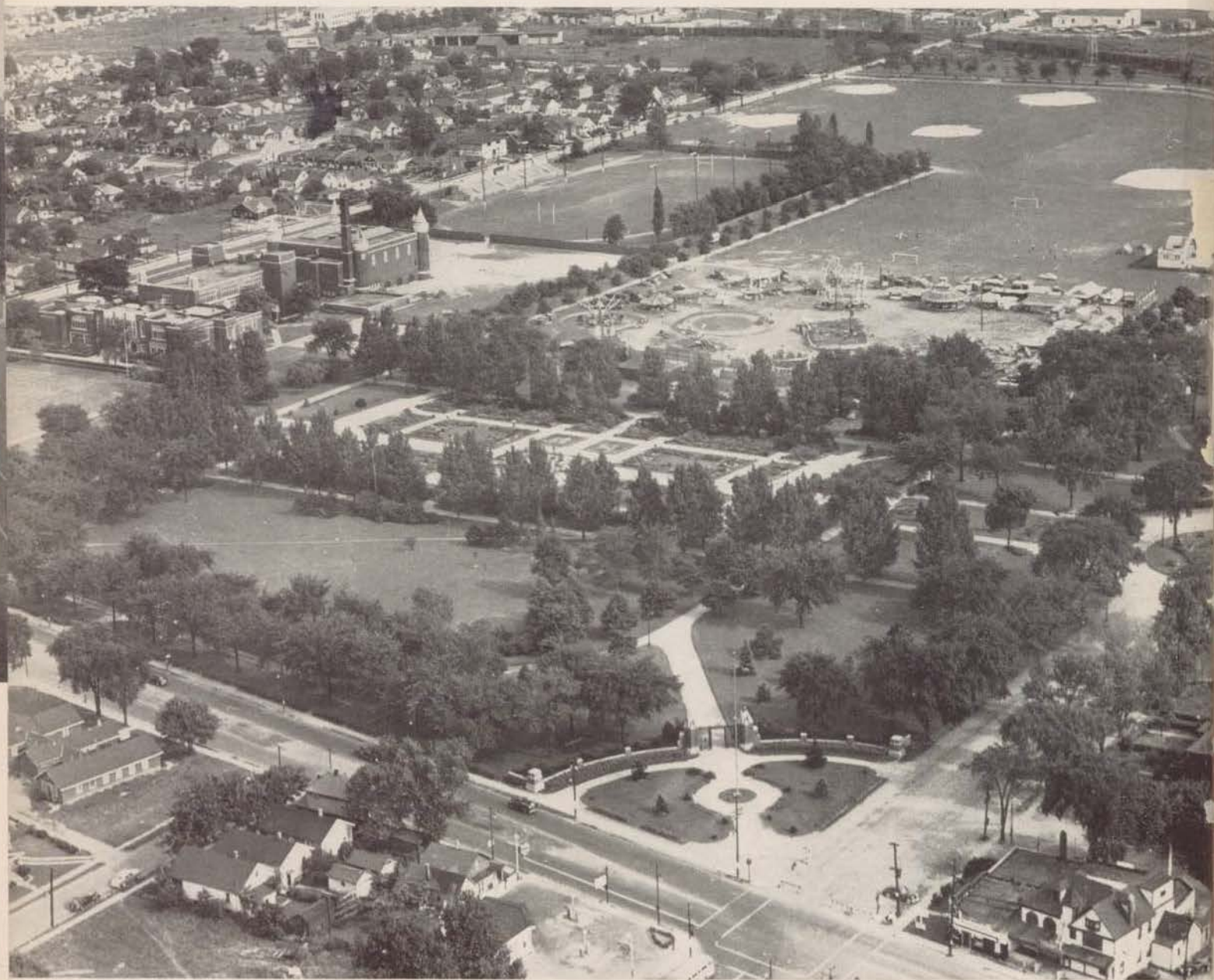


INDUSTRY

This is the heart of Windsor's industrial area, the centre of Canada's auto industry. Concentrated into one small area, nearly all of which is shown in this photograph, are the three major Canadian auto producers, the Ford Motor Company, General Motors, and the Chrysler Corporation as well as a host of smaller "feeder plants" which supply the auto producers with various parts and accessories. Many other industries are found here also.



JACKSON PARK



An aerial view of Jackson Park, Kennedy Collegiate and Windsor Stadium. Many outstanding Centennial events will be held in this beautiful setting and thousands of Windsor citizens and visitors will congregate here on these festive occasions.

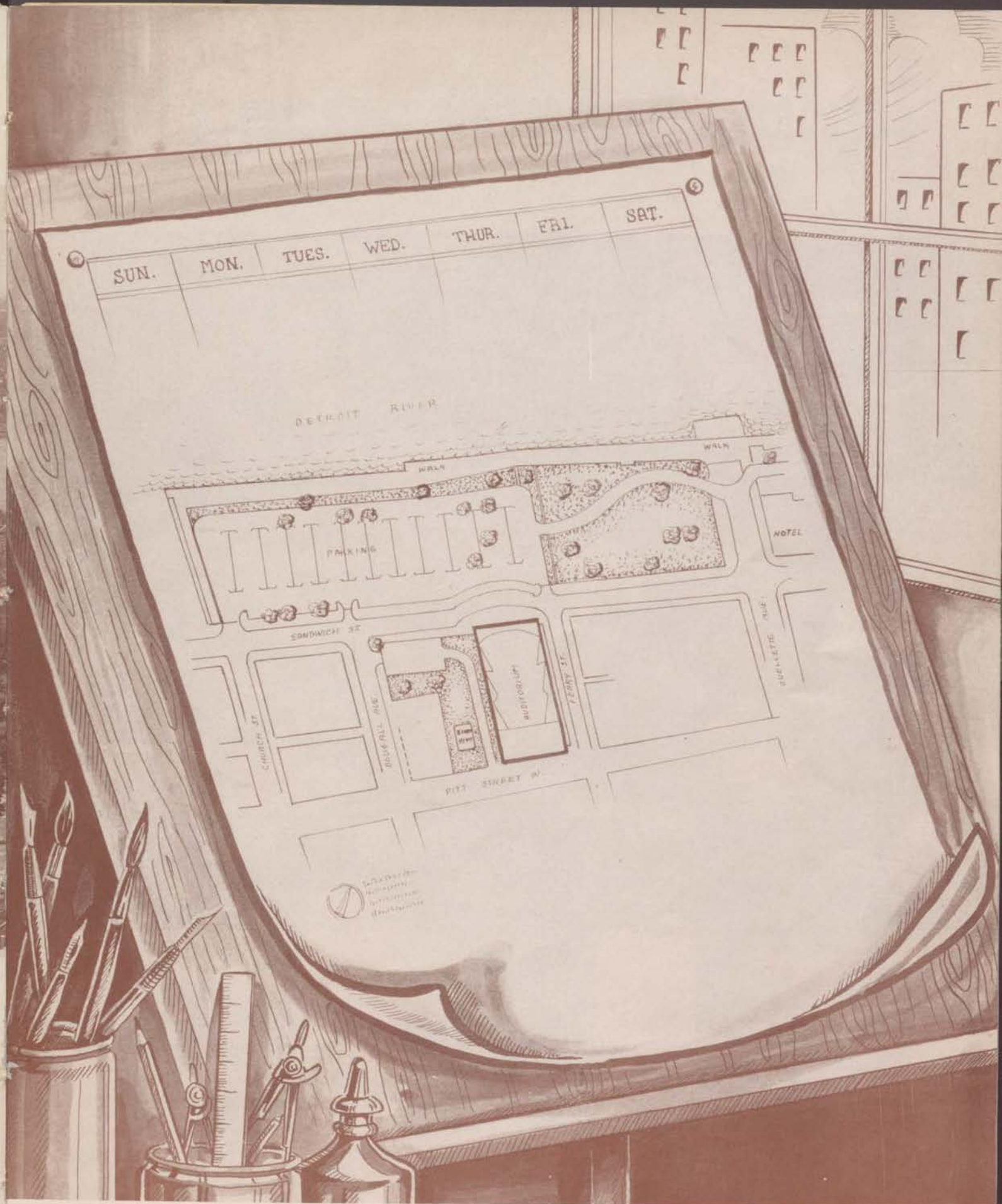


In 1951 Her Majesty Queen Elizabeth II, then Princess Elizabeth, passed through Windsor on her trip across Canada. Here she is seen with the Duke of Edinburgh in Jackson Park where she greeted throngs of people from the city.

WINDSOR'S NEW UNIVERSITY



Strategically located on the banks of the historic Detroit River and in the shadows of the Ambassador Bridge, Assumption College has enjoyed a remarkable expansion in recent years. Granted a new charter by the provincial government in 1953, Assumption has achieved university status and for the first time in its history will confer its own degree on the graduates of 1954. Through multiple extra-curricular activities, such as the Christian Culture Series, the Centennial Lectures, the Christopher Career Guidance School and a variety of other adult education programs, Assumption is contributing greatly to the educational and cultural progress of Windsor and the adjacent counties.



EXPLORING FOR HISTORY



One of Windsor's most important Centennial projects is the production of a history of Windsor. Dr. Neil F. Morrison, author of the book, and his staff are shown examining old files of "The Amherstburg Echo." In the picture Dr. Morrison is seated and grouped around him from left to right are Mrs. Ethel Hunt, Gordon W. Davidson, James Stasevich, Martin J. Havran, Chief research assistant, and Mrs. Merciel Shaw. Miss Kathleen V. Moore and Miss Evae Scott, also members of the research staff, were not present when the picture was taken.

MANAGEMENT COMMITTEE

These are the members of the Management Committee, a small working group which acts as a clearing house for the Executive Committee. The members meet at least weekly, sometimes several times in the week, to clear away the detail work, give directions, and simplify what would be an over-burdening task for the larger executive group. Their contribution to The Windsor Centennial Festival is immeasurable.



MR. W. D. MCGREGOR, O.B.E.
Vice-Chairman



MRS. CAMERON MONTROSE



MR. HARRY ROSENTHAL
Chairman



MR. H. W. SIMPSON



MR. ANGUS MUNRO



MR. S. C. RITCHIE
Vice-Chairman

HEADQUARTERS



TED DOUGLAS
Director of Public Relations



MISS CONNIE LANGLOIS
Stenographer



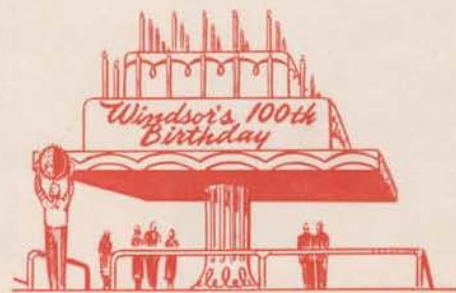
MISS MARGARET LACOMBE
Secretary



MRS. MOLLY NAGORSEN
Clerk



MISS DOROTHY KUDIRKA
Secretary of the Committees



CO-ORDINATOR



MRS. BETTIE WILLIAMS
Co-ordinator and Executive Assistant

Much drama has accompanied the making of the Centennial, but there is nothing more dramatic than the fortunate discovery of Windsor's amazing and dynamic Bettie Williams. It is not overstating the case one bit to say that she is the very heart and pulse of the Centennial organization.

It was in an effort to support her three sons, Gerry 11, Jimmie 7, and Bobbie 4, that Bettie became the secretary to Col. Masson, first managing director of the Centennial, in the fall of 1952. In rapid succession she was given one promotion after another—Secretary to the Executive Committee, Secretary to all committees, Secretary to the Board of Directors, and finally Co-ordinator and Executive Assistant.

Not only has Windsor discovered Bettie: she has discovered herself. Gifted with rare talent, a plain housewife and mother has become one of the busiest and most efficient executives that Windsor has ever seen. She did not take over an organization ready-made: she had to build one. Nor did she have any vice-presidents or personnel officers to iron out problems for her. All committees, all activities, all problems came to Bettie's desk. There was no other place for them to go.

She has a stout heart, and she has put every bit of it into her Centennial adventure. She has a cool head, and she has used it magnificently to co-ordinate the work of the committees. She has a noble and pleasing personality that has won for her the respect and esteem of hundreds of men and women who have come to know her through their centennial work.

Mr. and Mrs. Windsor

ASSUMPTION'S CENTENNIAL ADVENTURE

By REV. EUGENE CULLINANE, C.S.B.
Chairman, Souvenir Program Committee



FR. E. A. CULLINANE, C.S.B.
Chairman



MRS. ROY PERRY
Vice-Chairman and Director



HAMISH LEACH
Research



JOHN MACPHERSON
Research



RICHARD KENNEDY
Proof Reader



ELEANOR NUSSIO
Drawings



ARTHUR WEINGARDEN
Desk Editor

One day last April, I received a phone call from Bettie Williams inviting me to the Centennial Office for a conference. When I arrived, she put this question to me: "Would it be possible for the students of Assumption to produce a Centennial Souvenir Booklet for Windsor?" Without hesitation, but with a prayer, I answered: "Yes!" So began another great Assumption adventure—the publishing by the students of this Souvenir Booklet.

Our committee is deeply indebted to Mr. George Macdonald for his kindly interest and invaluable assistance; also to Mrs. Charlotte Perry, vice-chairman of the committee, who undertook the initial work of organization and supervised, in a most capable manner, the whole project. Arthur Weingarden brought real ability and enthusiasm to his work as editor. The beautiful drawings were executed by Eleanor Nussio, Assumption's Campus Queen of 1953. Hamish Leach and John MacPherson contributed many fine ideas and much laborious spade-work in research.

It is particularly gratifying to me, as it should be to the whole community, that the three major religious faiths of Windsor—Protestant, Catholic and Jewish—are represented on our committee. We did not plan it this way. Some would say that it "just happened," but I feel that God in His kindly Providence brought us together for a purpose.

Not only does our committee portray to the people of Windsor the civic and cosmopolitan character of its new university: it stands also as a living symbol of a great ideal which we cherish dearly at Assumption. I speak of the ideal of civic friendship which is rooted so deeply in our democratic traditions. It is this which our committee symbolizes, and I like to think that we are a miniature portrait of that spiritual beauty which will characterize the new Windsor in the age that is dawning, an age in which we shall all live and work together more closely—with understanding, with sympathy and with warm regard for each other.

It is this, in point of fact, which has been the motivating spirit behind the whole Centennial celebration and which is winning for Windsor the coveted title which men are already beginning to bestow upon us: "Windsor—the Friendly City."

THE YEARS IN PRINT



The Windsor Daily Star's new mechanical building, more than doubling the size of the plant, will be completed during centennial year. The new building and equipment, which represent a \$1,500,000 expansion program, will enable The Star to keep pace with the tremendous continuing growth of the community it serves.





MR. GEORGE F. MACDONALD

WINDSOR'S "MR. HISTORY"

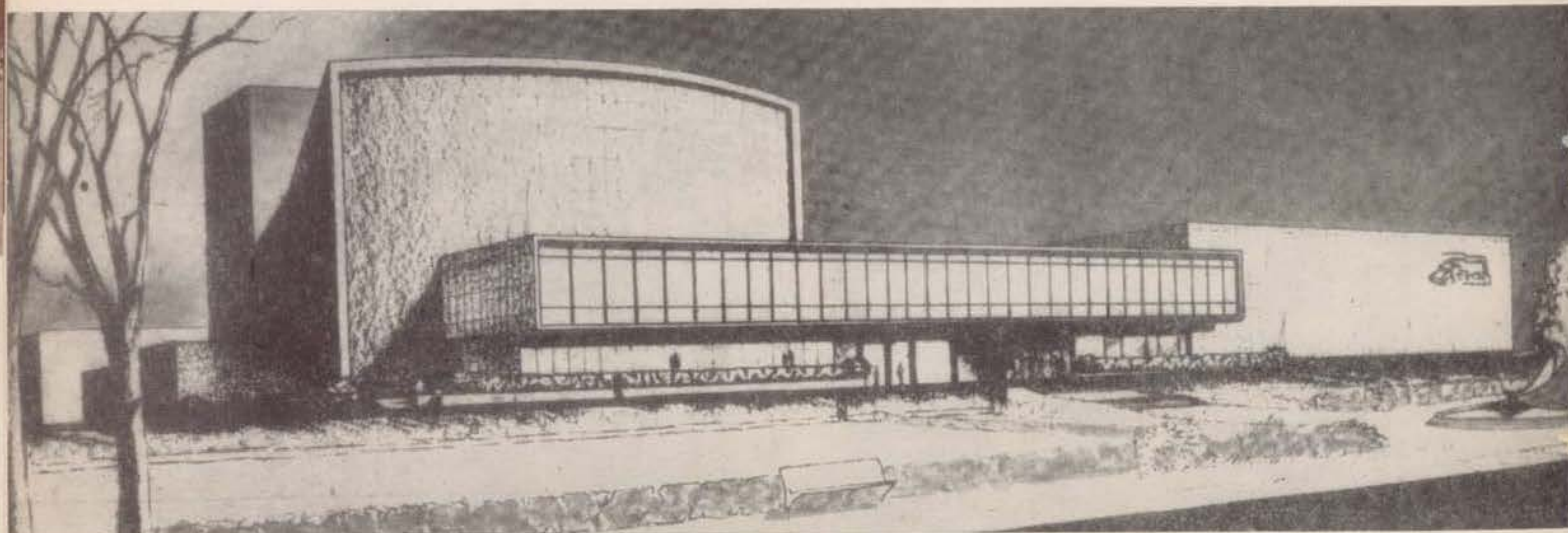
By TED DOUGLAS

"Mr. History" in Windsor is George F. Macdonald, city businessman. A celebration like the Windsor Centennial Festival, with all its historic aspects for study and consideration, would be quite impossible without Mr. Macdonald's help.

Every day brings a new Centennial challenge to the historian. The carefully-kept files in his home have provided hundreds of historic photos and documents. If a committee wants two 1812 muskets, Mr. Macdonald has them.

Most of those who style themselves historians in Windsor have gained the bulk of their knowledge directly through Mr. Macdonald. No one in Windsor has a much accurate, authenticated material.

That's why we call Mr. Macdonald "Mr. History."



Architects' drawing of Windsor's future Civic Auditorium.



MISS DORIS CRAWFORD

Picked in competition to be "Miss Centennial" is a charming, talented young lady who has been doing wonders as a real ambassador of The Windsor Centennial Festival. Every week she participates in two or three assignments as a representative of the city's celebration. Those who have heard her sing are among her greatest admirers.

WINDSOR'S PUBLIC LIBRARIES

Windsor's Centennial of 1954 began in the Public Library as early as 1951. It became then the centre of the research necessary for such a vast undertaking, including the writing of the Centennial History of Windsor, and has been increasingly used as each new project got under way. The medallion competition amongst school children and adults in late 1952 taxed the resources of all eight libraries to the limit to provide the historical backgrounds necessary to the hundreds who entered the contest. This was followed by the Poster Competition, the Costume project for the Century of Fashion Show, the research work for the main Centennial Pageant, the Nurses Pageant and the school pageants, the architectural competition for the design of the great centennial project—the auditorium, the horticultural groups' campaign to beautify private grounds, the requirements of the industrial group seeking civic improvement and beautification through fountains, gardens, parks and landscaping, the history of labour unions in Windsor, the requirements of the theatre groups, auditorium and music teachers, and doubtless of many other projects still in the initial stages of development. Added to this are countless requests to our Reference Department for isolated bits of information, such as a map of Windsor in 1854.

This work for our Centennial perhaps helps to point up the usefulness of the public libraries to our citizens, a work that goes on week after week, year after year, solving thousands of problems for all who use the libraries for information and research, and giving all a chance to enjoy the pleasures of reading.

Library service began in Windsor in 1894 so that the Diamond Jubilee of the library coincides with the city's Centennial in 1954. The first library was opened in Lambie's Hall on the site of the present Star Publishing Company's annex. From that small beginning has grown the present library system of eight libraries—Carnegie Library, which celebrated its Golden Jubilee in 1953, Willistead, Sandwich, John Richardson, Seminole (opened on October 29, 1953, thus just escaping being a Centennial baby), South Branch, Prince Edward Children's Branch and the Victoria Avenue Children's Branch.

The eight public libraries will present their centennial programmes on April 28, 29 and 30. But long before that they will be having displays and exhibitions for, and visits from, various groups in the city. For instance, for the Education Committee the libraries will display historical reference material when the schools visit the libraries in January in connection with their "Know Your City" programme. In February and March the Willistead Art Gallery will hang exhibitions of children's art. For Education Week, March 7-13 there will be special displays of books for teachers and the general public.

Indeed the undertakings of the libraries in connection with Windsor's Centennial in 1954 will not end until the last Centennial programme of every group and organization has passed into history.



MISS ANNE HUME
Chief Librarian



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Honorary Chairman
of All Committees



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O.B.E.
Member Executive Committee
Member Speakers Committee



MR. W. ERNEST ATKINSON
Member Speakers Committee



MR. HUGH W. SIMPSON
Chairman Entertainment
Member Executive Committee
Member Management Committee
Member Building Committee
Member Convention and Housing
Committee



MR. ROBERT M. FULLER
Chairman Historical Committee
Member Executive Committee
Member Speakers Committee



MR. ALBERT LONG
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Member All Nations Committee
Member Speakers Committee

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Member Courtesy and Reception
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Member Speakers Committee



DR. ROY PERRY
Member Sports Committee
Member Speakers Committee



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Member Executive Committee
Member Speakers Committee

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Member Executive Committee
Member Management Committee
Member Speakers Committee



MR. JOSEPH E. CAMPEAU
Vice-President and Member
Executive Committee

RELIGION

SPIRITUAL FAITH IN OUR COMMUNITY

Windsor is the home of people from every corner of the world, people of every creed, colour and faith imaginable. Here they live together, enjoying the blessings of religious freedom and worshipping in a spirit of tolerance and harmony. Naturally our religious committee, chaired by Morley Lawrence, is made up of men from all religious groups established in the city.

A feature of religious participation in the festival will be the wide distribution of a specially prepared folder "Places of Worship in Windsor," which outlines the history and gives a general description of each denomination.

On June 20th, the opening day of the main festival period, a joint service at Jackson Park has been planned. Regular church services for that day will all have "A Century of Religious Freedom" as their theme. The services planned by the individual churches will exemplify the Canadian tradition of worship according to belief and conscience. They will establish the strength of our community's spiritual faith.



MORLEY LAWRENCE
Chairman Religious Committee
Member Executive Committee



REV. P. A. MUGAN
Vice-Chairman Religious Committee
Member Executive Committee

Major Religious Denominations in Windsor

Denomination	Date of Founding	Number of Churches
LUTHERAN	1921	6
RUSSIAN ORTHODOX	1916	2
UNITED	1925	14
SALVATION ARMY	1886	5
JEWISH	1929	3
UKRAINIAN GREEK ORTHODOX	1927	1
CHURCH OF ENGLAND	1796	15
ROMANIAN ORTHODOX	1718	2
SERBIAN ORTHODOX	1946	1
FIRST BAPTIST	1885	1
BRITISH METHODIST	1886	1
ROMAN CATHOLIC	1748	26
PRESBYTERIAN	1857	5
CHURCH OF NAZARENE	1921	1
CHRISTIAN SCIENCE	1920	1
BAPTIST COLOURED	1853	2
GREATER WORLD SPIRITUALIST	1934	1
SEVENTH DAY ADVENTIST	1918	1
GILES BLVD. CHURCH	1916	1
METHODIST	1804	See United
CONGREGATIONAL	1848	See United

EDUCATION



DR. H. D. TAYLOR
Chairman

Member Executive Committee
Member Speakers Committee

HISTORY IS FUN THROUGHOUT THE SCHOOLS

The educational committee, under the chairmanship of Dr. H. D. Taylor, Chairman of the Board of Education, has outlined a program for school children that will be fun as well as educational. A separate theme will be set for each month of the school year, beginning in January and ending on Thanksgiving Day.

January's theme was "Know Your City." There will be field trips, essay contests, arts and crafts projects, and visits to the libraries to acquaint the pupils with the colourful historical background of Windsor.

In February, "Being a Good Citizen Month," the teachers will stress respect for people and property, courtesy and sportsmanship.

The theme for March, "A Century of Music," will be highlighted by the annual music festival in which hundreds of children participate.

April, with the theme "Displaying Your City," will bring displays of historical projects by the arts and crafts classes along with plans to create a historical museum in each school.

To climax the first few months of activity in the schools, May, "Beautifying Your City Month," will bring "The Pageant of the History of Education." Clean-up campaigns and the planting of flowers, shrubs and trees will take place.

In June, the theme will be "The Centennial Festival." Many of the school children will take part in the Centennial historical pageant.

September, "Looking Ahead Month," brings the children back to school. The teachers will explain Windsor's future growth and development and show that Windsor will always be a good city in which to live.

October brings Thanksgiving. The children will be shown just what they have to be thankful for—our churches and schools, our industry, our prosperity, our Canadian way of life.



REV. H. J. STORM
Chairman, All Nations Committee
Member Executive Committee

ALL NATIONS

The factor responsible for the development and stability of a city, under God, is the human element. It is people that make a city. Their capacity for creative thinking and for working together builds the community.

People coming to Windsor from many nations, with varied national, ethnic, and cultural backgrounds, gave our city, in the course of her history and development, a delightful "Melting Pot" composition in the best sense of that concept.

It is only right that the Centennial Celebration should feature this fact in a special day, "All Nations," July 11. The hope of the planners is to show on that day how Windsor made its way by the energy, diligence and goodwill of so many different groups and individuals. The development of economic, social and cultural conditions is a mirror in which one may observe how the intentions of individuals and groups were brought together and strengthened by common aims.

ENTERTAINMENT

The Windsor Centennial Celebration will feature many gala entertainment events. It is the function of the Entertainment Committee to plan and provide over-all supervision for this entertainment. Each program feature has been chosen with a view to the best in entertainment in keeping with the spirit of a great and festive occasion.

During our Centennial Festival period, June 20th to July 11th, King Carnival in the spirit of a "Mardi Gras" will reign supreme. The opening entertainment feature will be Detroit's "Salute to Windsor" in the form of a gigantic fireworks salute from Belle Isle. Windsor citizens will witness the program from Reaume Park along the banks of the world's busiest river—the river that gave birth to both Windsor and Detroit and brought the first white man to both banks of its friendly shores.

From June 21st to June 26th an historical pageant will be produced at Jackson Park under the direction of Mr. James Benton. A cast of more than 200 will depict Windsor's past, present and future.

From June 28th to July 11th the greatest show in Windsor's history will be presented by Bernard and Barry Shows under the direction of the dynamic showman Bernard Arrant. The vast midway will contain 30 rides, many side-shows and other features. The carnival atmosphere will grow out of those hundreds of little things that we take for granted, such as the smell of pop corn, the colourful booths, hot dogs, floss candy, taffy apples, the crowd—and most important of all, the children.

Everyone loves a parade. July 1st will be the date for the greatest parade in Windsor's history. There will be 30 historical floats in historical sequence, 40 bands and many marching units. The parade entries are planned with a view to capturing Windsor's glorious past.

To create atmosphere and recapture a part of yesterday a Beard Growing Contest will be sponsored by the United Commercial Travellers' Council.

Old Home Week will be staged from August 9th to August 14th. Programmed events will include street dancing, a square dance competition, an old-time fiddlers contest. This is a full week devoted to the purpose of getting acquainted with the old town all over again and is designed to revive as many memories of the past as possible. All citizens are requested to invite back their relatives and friends who were former citizens of Windsor and district.



MR. H. W. SIMPSON
Chairman



MR. WILLIAM H. GATFIELD
Chairman, Float Committee



MR. JAMES BENTON
Chairman, Pageant Committee
Vice-Chairman Entertainment
Member Executive Committee
Member Speakers Committee



MR. WALTER L. PERRY
Chairman, Parade Committee
Member Executive Committee



MR. J. J. LEFAVE
Vice-Chairman
Entertainment Committee
Member Executive Committee
Member Co-ordinating Committee



MR. VAL CLARE
Chairman
Member Executive Committee
Member Speakers Committee

COMMITTEES . . .

Foreign Government Participation Committee

Windsor, together with its neighbour, Detroit, can truly be said to be one of the melting pots of the world. They have come to us, lured by the promise of steady work, perfect school facilities, assorted places of worship, in all they sought to find and did find, a place of security and peace.

Representatives of all the nationalities are to be found in our cities, and it is for the purpose of acquainting these men further with their own nationalities that we have decided to set up a foreign government's committee so that they may be brought into the best possible contact with them. It is planned that whenever any one group presents some entertainment of their own our country will have their representative of that country on hand.

MUSIC COMMITTEE

No celebration, regardless of size or import, could possibly be complete without music, and it was with the magnitude of Windsor's Centennial Festival in mind that a well-balanced committee, composed of the city's leading musicians in every department of the art, was formed.

This committee has studied, analyzed and recommended every facet in the musical structure—choral groups, instrumentalists, individual artists, symphonies and concert orchestras, bands and popular combinations—to stress that "common sense of music" feeling shared by all human beings.



MR. J. K. REID
Chairman
Member Executive Committee
Member Speakers Committee



MR. JOHN GARDINER
Chairman
Member Executive Committee

Commemorative Merchandise Committee

The Commemorative Merchandise and Souvenir Committee was formed to control the production and sale of souvenir items. Under the able chairmanship of John K. Reid, a London Life Insurance representative, this committee is mainly responsible for striking a beautiful medallion commemorating the centennial year.

The careful selection and supervision by this committee assures us of quality and commemorative significance in the souvenirs of the centennial.

GENERAL PROGRAM CO-ORDINATING COMMITTEE

The job of this body was originally to suggest the various committees necessary to operate our Centennial Festival, and when approved, to set up the Committees with their terms of reference.

When committees are formed, this group then screens all reports and recommendations—passing the necessary information for action and attention to the Executive Committee. It is the "Clearing House" for all activities and co-ordinating body for clearance of dates for various events.

The chairman wishes to sincerely thank his hard-working members for all their earnest efforts and thoughtful advice.

S. C. RITCHIE,
Chairman.



MR. S. C. RITCHIE
Chairman

COURTESY AND RECEPTION COMMITTEE

The general assignment of this Committee in the Centennial organization is to plan the programme and to prepare the list of special guests for any event during the Centennial Festival designated by the Executive Committee.

The first event of this nature was the ceremonies on Saturday, October 10, 1953, marking the inauguration of civic development of river-front property which has been designated as a centennial project. The second occasion assigned to the Committee was the Civic Reception, on January 1, 1954, officially opening the centennial year. Other events will follow as the Centennial Programme progresses.



MR. H. J. LASSALINE
Chairman

SPORTS COMMITTEE

The Sports Committee is arranging a schedule of athletic events in keeping with the spirit of the Centennial Celebration. A program embracing nine different sports has been arranged.

An exhibition hockey game featuring the Montreal Canadiens will be played in Windsor during the centennial year.

Outstanding events in basketball will be the Ontario Secondary Schools Tournament on March 19th and 20th, the Harlem Globe Trotters and the College All-Stars in April, and the Assumption College home games.

A lawn bowling tournament is being held on July 1, 2 and 3. A fastball exhibition game will be played on May 24th between the Briggs Beautyware team (World Champions) and Dow Chemical. A soccer team from the British Isles will perform in Windsor during the centennial year. The Kennedy Relays will be the feature track event, to be held in May, and an exhibition bowling game will be played in September between E & B and Strohs.



MR. G. H. FULLER
Chairman



MRS. GORDON KERR
Chairman
Women's Participation Committee
Member Executive Committee
Member Co-ordinating Committee
Member Speakers Committee



MR. HOWARD PAILLEFER
Chairman Transportation Week
Executive Committee

WOMEN'S PARTICIPATION

The women of Windsor have been planning for months their contribution to the Centennial Festival in 1954. Their major activity will be the "Century of Fashions" planned for July 7th at Jackson Park. Five twenty-year periods will be depicted in historical settings, featuring the styles in clothing, furnishings, manners, and music of the past century. Miss Hilda Layman is preparing plans and continuity.

The Horticultural Committee, with Mrs. R. S. Bears as chairman, has chosen the red rose as the official flower of the Centennial. It is encouraging the use of window boxes to beautify the city, and is assisting with and presenting awards for the Centennial Tulip contest. A Festival Flower Show in the Spring of 1954 will be a special feature as will be the planting of trees to mark the Centennial year. When the auditorium is constructed the women of Windsor plan to provide landscaping and club gardens.

A committee of representatives of all local churches, under the co-chairmanship of Mrs. H. R. Nobles and Mrs. N. Oliver will offer a special "Mothers' Day Observance" at the Capitol Theatre on the evening of May 9th.



W. H. FURLONG
Chairman
Local Transportation Committee
Member Executive Committee

TRANSPORTATION

During that period of the Festival known as "Old Home Week," August 12th, 13th, 14th, 1954, the Transportation Committee will present a panorama, depicting past and future transportation facilities, it is expected that this presentation will be staged on the working tracks of the C.N.R. and the C.P.R. tracks at Caron Avenue for the Railway Display. The automobile and truck displays will be held at Jackson Park. It will be highlighted by the finish of the veteran car run, terminating at the staging area. Among the many displays that will be featured, it is hoped that museum trains and trains of the future will be available, busses and trucks of all descriptions, as well as an automotive display sponsored by the two largest manufacturers in this area. Later in the Fall, an Aviation Day will be sponsored by the Committee at Windsor Airport.



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Member Executive Committee
Member Speakers Committee



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Member Finance Committee



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Vice-Chairman, Music Committee
Member Executive Committee



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MR. N. W. HULL
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Member Speakers Committee



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Labour Committee Chairman
Member Building Committee
Member Executive Committee



MRS. F. A. BEST
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Vice-Chairman
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Art and Design Committee



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Member Executive Committee



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Executive Committee

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UNITED NATIONS



This unfortified boundary line between the Dominion of Canada and the United States of America should quicken the remembrance of the more than a century old friendship between these countries, a lesson of peace to all nations.

Erected January 21, 1935 by Kiwanis International

I am interested in receiving further information about the full-volume, illustrated history of Windsor and Essex County covering the past 100 years. Please advise when and where a copy of this volume can be purchased and at what price.

Name
(Please Print)

Street Address..... Telephone.....

Place

